

2013

UNIBusiness: The Alumni Magazine of the College of Business Administration University of Northern Iowa, 2013

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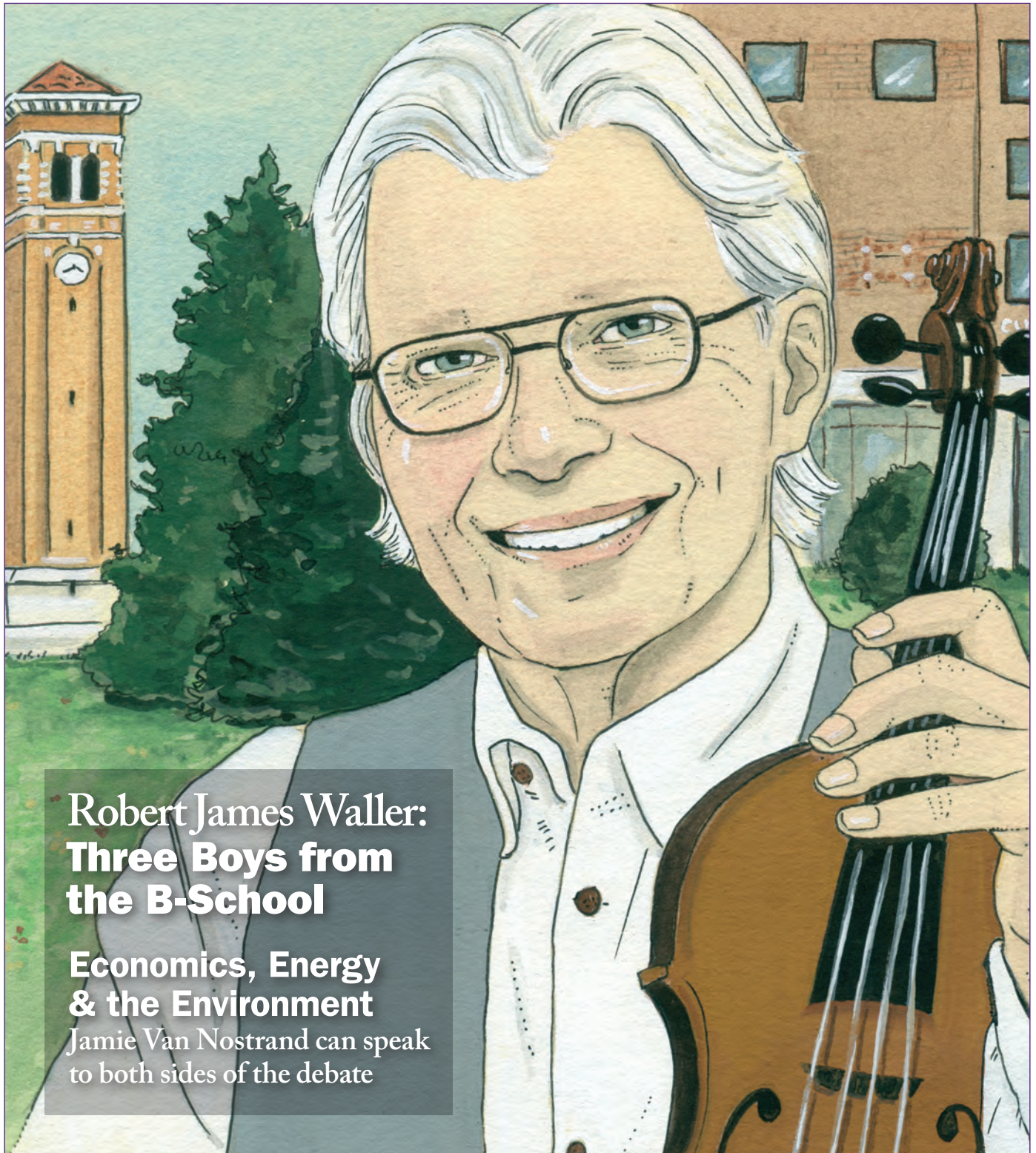
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UNI *Business*

The Alumni Magazine of the College of Business Administration University of Northern Iowa 2013



**Robert James Waller:
Three Boys from
the B-School**

**Economics, Energy
& the Environment**

Jamie Van Nostrand can speak
to both sides of the debate

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UNIBusiness

Essential Business Knowledge
Contemporary Professional Skills
Traditional Work Values



READY

UNI Business

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On the Cover

As the founding dean of UNIBusiness, Robert James Waller influenced many students in and out of the classroom. In an essay beginning on page 4, he reflects on his own path and the paths taken by two former students.

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UNIBusiness thanks JAMES H. SLIFE (ACCOUNTING '73), CEO, PIONEER GRAPHICS, FOR HIS COMPANY'S GENEROUS SUPPORT.

A

ALUMNI I MEET
commonly share stories about
professors who made a lasting
difference in their lives.

In our cover story, **Joe Dunsmore** (Management '80) and **Troy Henkels** (Management '89) share memories that capture the influence former *UNIBusiness* dean and professor **Robert James Waller** (Marketing '62, MA '64) had, and continues to have, on them. But our cover story also reveals a point not as routinely noted: professors learn profound life lessons from their students, too. Wisdom does not travel a one-way street.

I was thinking about this point when I recently met with retired colleague **Darrell Davis** (Accounting '65, MA '69). As if to validate the idea, he recalled many wonderful interactions with students at *UNIBusiness*. He is one of the most admired professors to have ever taught here, but listening to him, I got the sense that he thought *he* was the privileged party.

However busy they might be, professors welcome interactions with students. Office visits to discuss a paper or an upcoming test may evolve into an examination of career plans for the student while providing insight into a young person's unique perspective for the professor. From those important conversations to chance encounters on the Hill to wedding invitations to the subsequent sharing of a new baby's picture,



Classes end, final grades come in and students move on, most likely never imagining the influence they've had on their professors.

professors are now and then invited into students' lives. They draw confidence and fulfillment from such experiences.

Meaningful interactions also prompt faculty to examine their own philosophy and style. The outcome is better teachers and wiser people.

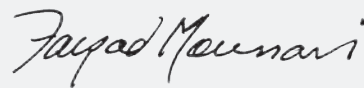
Consider every fondly remembered exchange during your time at *UNIBusiness*, and you can safely assume it was equally telling to your professor. If your time with us included meaningful engagements with our faculty, you should be pleased to know that you contributed to both the collective wisdom that resides in *UNIBusiness* and the personal growth of our professors.

But it doesn't have to end there. Waller kept in touch with Henkels and reconnected with Dunsmore years later. Davis is known to drop in on his former students. Those relationships evolve over time, students become intellectual peers, and both sides learn and grow.

I've enjoyed similar experiences. I recently reconnected with **Patrick Hellman** (Management '87), my former student. This renewal broadened my professional perspective: I learned a

thing or two about the latest in his line of business while he and I worked on a promising new partnership between Wells Fargo and *UNIBusiness*, which is described on page 27 of this issue. I'm sure Hellman will agree that our work together would not have jelled so nicely had it not been for the special student-teacher bond forged all those years ago.

Classes end, final grades come in and students move on, most likely never imagining the influence they've had on their professors. But now that you know, why not try to restore your relationship with a favorite professor? He or she will appreciate that you reached out, you will revisit fond moments from the past, and you just may start another chapter in a mutually satisfying relationship.



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ROBERT JAMES WALLER is the founding dean of the University of Northern Iowa College of Business Administration and a best-selling author. He graduated from UNI with a Bachelor of Arts in business education-marketing in 1962 and a Master of Arts in marketing in 1964. He taught in UNI's College of Business Administration for more than 20 years, serving six of those years as dean. He has lectured and published widely in the fields of problem solving and decision making, and has worked as a consultant around the world.



Robert James Waller:

THREE BOYS FROM THE B-SCHOOL





Photo courtesy of Cynthia Lively

Waller now lives on a ranch in Texas where he writes, takes photographs and plays multiple instruments.

THREE BOYS FROM THE B-SCHOOL

JOE DUNSMORE (Management '80) was lecturing to an audience of one. He had charts and graphs and diagrams, and he had passion. I listened, I listened carefully, asking questions, since this was complex, important stuff Joe was talking about as he laid out the hopes, dreams, plans, innovations and uncertainties of concern to the CEO of a major technology corporation. But while I listened, I could not help thinking of a classroom on the west side of Seerley Hall, at the University of Northern Iowa, 30 years before. Radiators clanking, snow blowing against the windows, I was lecturing and Joe was listening. So all those decades later, it was poignant, the old professor concentrating on an articulate presentation by one of his former students.

Sometimes the students and I visited the UNI art gallery to talk about the similarities between good managers and good artists, the decisions they make. Other times, Troy recalls, we stood under the trees on campus, discussing the extinction of the dusky sparrow and the human decisions that contributed to its demise. Joe remembers when I brought my five-string banjo to class and discussed the well-rounded, integrated life and the decisions required to obtain that life.

The three of us — Joe, Troy and I — are connected in a way that only chance and a good university allow. In the 1950s, when I was an undergraduate, Seerley Hall was the university library, and I walked those corridors and perused the book stacks, later on teaching economics in what formerly was the



WHILE JOE WAS BATTLING HIS WAY THROUGH THE STORMS OF A SHIFTING ECONOMY, TROY WAS STRUGGLING UP THE SLOPES OF EVEREST.



On the north side of Seerley Hall, another classroom, another lecture some 10 years after Joe graduated. This time **Troy Henkels** (Management '89) was listening as I walked around, tossing a piece of chalk in my right hand, spring just outside the windows, Troy's last semester in college. Same course as Joe took, 15:163 Management Decision Making, a course I established in the early 1970s.

While Joe was battling his way through the storms of a shifting economy and the long climb to CEO, Troy was struggling up the slopes of Everest and attempting to work his way across the hostile Bering Strait on floe ice, with the intent of reaching Russia. Troy still recalls a comment I made one day in class: "I always remember you saying that life is a race between death and discovery, and that has always stayed with me."

great reading room of the library. Eventually the three of us journeyed through 15:163, a course that, for me, had a life of its own, a growing, changing organism of discovery, with the idea of decision making binding us as we moved through the course and through our lives.



Photo courtesy of Cynthia Lively

WE ARE ALL GRADUATES of the UNI business program, all slightly eccentric adventurers in our own fashion, chasing the endless frontiers of the small universes we choose to inhabit. Joe and Troy share something else, something quite rare: they both received A grades in my course, scores not easily won. At the conclusion of Joe's final class period, as I thanked the students for their hard work and kind attention, they *(continued on page 8)*

REFLECTIONS FROM JOE DUNSMORE

CEO of Digi International

Shorewood, Minn.

www.digi.com



DURING A RECENT visit, Dr. **Robert Waller** related a favorite quote that he originally used in the novel *Border Music*: “We come, we do, we go.” Management Decision Making was a course on “do.” It was as much a course on life as it was decision making. The synthesis was seamless for Dr. Waller because “do” is about choices, decisions and consequences.

Memories fade, but there are aspects from that experience over 30 years ago that speak with the clarity of experience and reflection.

One day 33 years ago, I knocked on the door to Dr. Waller’s office to make a request. He waved me in, and I walked into the long and narrow, book-infested domain to eventually reach his desk. A bit nervous, I sat in the chair in front of his desk. He looked up, eyes above reading glasses, and said in a long, low-pitched, questioning tone, “Yes?”

After that, the conversation went something like this:

Joe: Dr. Waller, you said in class today that all tests would be unannounced. I play on the UNI baseball team, and

we are taking a spring trip to Texas for a week right in the middle of the quarter. So, I assume that I could make up a test if it is given that week. Right?

Dr. Waller: Wrong.

Joe: But Dr. Waller, that’s not fair.

Dr. Waller: Life isn’t about fairness.

Joe: But I am representing the University on the baseball team. I should get some kind of special treatment, shouldn’t I? (This was the wrong argument to make.)

Dr. Waller: Mr. Dunsmore, I don’t really care that you play on the baseball team. What I care about is that you learn what I want you to learn in my class. Life and business are about choices, decisions and consequences. I am sure that you will make the right decision.

ANOTHER DAY, he walked into class playing his banjo, singing and interspersing thoughts on a balanced life. That day he told us that he plays several musical instruments, would write a book and eventually live on a ranch. To be frank, it sounded a bit quixotic to a

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college junior at the time, but he sure seemed resolute and passionate about these things.

Most importantly, Dr. Waller introduced the concept he called “the value of the small increment.” In whatever you decide to do, if you are willing to work a small fraction harder and smarter than your counterparts every single day, the compound value of the advantage that you can create over time will be significant. He equated the analogy to compound interest but with daily compounding. This powerful concept became a foundational principle for me as I entered the business world. I knew there were people who were smarter than me, but fundamentally believed that my daily passion and focus would be the differentiator over time.

So, what did I learn in that class? Life is about choices, decisions and consequences. Find things you can be passionate about. And most importantly, “do.” And when you “do,” apply the value of small increment daily.

I guess he wasn’t so quixotic, was he?

Memories fade but the inspiration grows. ■

THREE BOYS FROM THE B-SCHOOL

spontaneously came to their feet in a standing ovation — that happened only once in my teaching career, but once was enough.

Joe began with John Deere, then joined a division of AT&T, went on to a position with Lucent Microelectronics, and eventually became chairman and CEO of Digi International, a NASDAQ company, where he led a turnaround of the firm and repositioned it as a leader in commercial-grade electronic networking. He has taken Digi from a market capitalization of \$28 million in 2002 to \$280 million in 2012.

in a recent book. Joe credits that idea with some of his success. Troy speaks of the small increments that have taken him to his dreams and how his business training at UNI has been critical to planning and executing large, complex expeditions.

IOWA BOYS — we grow up in the small towns and countryside. We wonder what's out there, what the possibilities might be. Joe played baseball at UNI, I played basketball, Troy climbs mountains and traverses ice, as we all do, the metaphor being too obvious. The two of them



IOWA BOYS FROM THE UNI BUSINESS SCHOOL, DOING THE BEST WE CAN IN SMALL INCREMENTS, RUNNING THE ETERNAL RACE BETWEEN DEATH AND DISCOVERY.



FOR TROY, A DIFFERENT PATH. After graduating from UNI, he joined Hyatt Hotels as a management trainee and quickly ascended to a position of importance. But the race between death and discovery haunted him, and he began a long series of adventures and learning, from locksmith early on to communications tech at McMurdo Station in Antarctica. Mountain climber, trekker, cinematographer, journalist, marathoner, North Pole guide and author of a forthcoming book. Home in Alaska part of the year, the world the rest of the time.

And what do they remember from 15:163? Not so much the matrices and structural modeling and probability theory — technical material slips away unless it is constantly reinforced — but rather the more elusive things into which decision making leads us. Joe remembers the class as “a course in life.” Before leaving the campus, Troy gave me a small book containing the nearly offhand comments I sometimes made: “If you can’t count it, it’s probably important,” and so forth. Joe remembers clearly my emphasis on what I had labeled “the value of the small increment,” a topic to which I devoted an entire chapter

majoring in management and learned that self-management is the trickiest job of all. I learned that, too, and tried to pass on a bit of whatever wisdom I had acquired, emphasizing that decision making extends far beyond relatively mundane business problems.

TODAY, AS I OPEN MY violin case to work on a swingy version of “Autumn Leaves,” I imagine Joe walking through his manufacturing plant and thinking about the future of his firm, while Troy studies maps and readies himself for the polar ice again. Each of us chasing our own frontiers, humbled still by all there is to know in our small universes, making decisions moment by moment — Iowa boys from the University of Northern Iowa business school, doing the best we can in small increments, running the eternal race between death and discovery. I think we are winning, or close to it, and, in truth, I find myself cheering the accomplishments of my former students with far more enthusiasm than I do my own. To all of those students, the diligent ones who struggled with subtle, difficult ideas, I give you my own standing ovation. ■

REFLECTIONS FROM TROY HENKELS

Communication technician and expedition leader

Eagle River, Alaska

www.troyhenkels.com

MY TIME WITH
Dr. **Robert Waller** came in 1989, my last semester at UNI. I enrolled in Management Decision Making, and that course changed the course of my life.

The first few classes were a bit startling because of the high standards he set. It was clear that to do well you had to pay attention, think on your feet, apply yourself and think outside the box. Most of all you had to be willing to dedicate time and effort

into the material. Dr. Waller put a lot into the class and expected a lot from his students.

For me it wasn't so much the Decision Making material that was life changing; it was that Dr. Waller made it seem okay to want to care about the environment, be passionate about life, watch sunsets, chase dreams, think differently, go against what society told you was the right way to progress through life. At 22 years old, you think there is

all the time in the world, but Dr. Waller made me realize it would pass by quickly. You had to really get out and live life and chase down your dreams. I believed it and didn't want to waste any time getting started.

Through Dr. Waller's class I learned how to actually take a business concept and apply it to the real world. Until then I had only learned how to take business concepts and apply them to the business world. This has served me

well, as what I do now is take decision-making concepts and apply them to expeditions.

I left UNI with the tools I needed to map out a path through life. Not a conventional one, but a very rewarding and successful life on many levels. I've been fortunate for the experiences I've had. Without Dr. Waller's influence and without my business degree, these adventures never would have happened. ■

A course with Robert James Waller changed the course of Troy Henkels' life.

SUBJECT TO DEBATE: ECONOMICS, ENERGY & THE ENVIRONMENT

by Jamie Van Nostrand



JAMIE VAN NOSTRAND (ECONOMICS '76) LEFT IOWA IN 1979 AFTER GETTING HIS LAW DEGREE. Since then, his career path has taken a number of turns. He worked for the New York Public Service Commission, spent 22 years in a successful private law practice serving the Pacific Northwest energy industry and was a visiting professor on energy law and executive director of the Pace University Energy and Climate Center. He also earned an LL.M. degree in Environmental Law from Pace in May 2011.

Today Van Nostrand is the director of the Center for Energy and Sustainable Development at West Virginia University (WVU) College of Law. In this position he combines his interest in energy and environmental issues with a desire to teach. He continues a path his father — the late Maurice Van Nostrand, who served as state legislator and was involved in Iowa energy regulation — started before him.

On the following pages, Van Nostrand describes the challenges of balancing a clean energy agenda with a historical economic dependence on the extraction of fossil fuels. And you'll discover why his background makes him the perfect person to teach those who'll be shaping tomorrow's energy policies.

It is almost unpatriotic to suggest that utilities in West Virginia consider reducing their dependence on coal to generate electricity.

As compared to my work in the Pacific Northwest and in New York, policymakers in this region are not as receptive to many elements of a clean energy agenda, and the fossil fuel-based energy industry is accustomed to getting its way in shaping the state's energy policies. References to "climate change" and "global warming" must be uttered sparingly and with caution.

The WVU Center for Energy and Sustainable Development must strike a balance between developing the state's energy resources (and reaping their economic benefits) and reducing the environmental impacts of doing so.

But the issues are controversial and contentious.

In the case of coal-fired generation, the coal industry would have the public believe that it is the "job-killing Environmental Protection Agency" that is responsible for the shuttering of dozens of coal plants nationwide, through the agency's new

mercury rules and regulation of greenhouse gases. Billboards throughout the state proclaim West Virginia as part of the "EPA's No Job Zone." Yet the truth is that many of the smaller, older and less-efficient coal-fired plants are closing due to simple economics, not politics: they are no longer economical as compared to low-emission, cheaper natural gas plants.

West Virginia is well-positioned to play a significant role in the transition to a cleaner energy supply with the abundance of natural gas offered by the Marcellus Shale

under a vast portion of the state. Yet development of these natural gas reserves triggers deep emotions. There are perceived environmental risks in shale gas development: the tremendous demands upon water supplies and skepticism about whether the economic benefits will be realized by West Virginians rather than by Texas- and Oklahoma-based companies. In addition, it is common in West Virginia to have the mineral rights — the right to extract the gas and minerals beneath the surface — severed from the surface rights, or the



ownership of the fields, forests and pastures on the surface. Because the mineral rights holder has rights to “reasonable access” to the gas and minerals below, a shale gas developer can erect a 5- to 10-acre drilling well pad (including an impoundment pond capable of holding millions of gallons of water) within a few hundred feet of a residential dwelling, with the surface owner having little, if any, recourse. This anomaly of West Virginia property law in and of itself creates deep conflict between the stakeholders, and creates a significant challenge for the center I lead to even convene a forum for discussion, much less offer a balanced perspective that will satisfy the “fairness” demands of the various stakeholders.

My background as an energy

industry lawyer, government regulator and director of an environmental non-governmental organization gives me a unique skill set to advance the debate toward solutions that strike a

students, as the benefits of my experience should inform their training and thereby produce better lawyers to shape the energy and environmental policies in the next generation.

The benefits of my experience should inform their training and thereby produce better lawyers to shape the energy and environmental policies in the next generation.

reasonable balance. Having represented clients in the energy industry for over two decades, and having the experience of wearing the “green” environmental hat for a few years in energy proceedings, I benefit from a unique perspective on the issues and insights to the competing objectives. I try to share these insights and perspectives with my

Given the convergence of energy and environmental issues in the debate about climate change and the impacts of energy production, it’s an exciting time to be involved in the energy industry. Whether the debate concerns the construction of the Keystone XL pipeline, the wisdom of federal loan guarantees to solar companies, the

continuation of production tax credits for wind farms or the causes of an undeniably warming planet, energy and environmental issues dominate the news and the political agenda. The long-term prospects for employment in this field are bright, as environmental regulation will likely continue to be more stringent, and the more frequent and widespread skirmishes between the “polluters” and the “regulators” will result in the growth of good-paying jobs for lawyers.

Advancing a sustainability agenda in West Virginia is just the sort of challenge I was looking for in this last phase of my law career, and I am fully embracing the opportunity. I think my father would be pleased that I have taken on this task. ■

NOSTRAND’S TAKE ON ENERGY AND CLIMATE CHANGE

“The connection between energy production and the greenhouse gases that contribute to climate change is indisputable. Energy-related carbon dioxide emissions, resulting primarily from coal for electricity generation, petroleum for transportation and natural gas for electricity generation and heating, represent 82 percent of total U.S. human-made greenhouse gas emissions. We cannot address climate change in the U.S. without making fundamental changes in our use of energy.” – Jamie Van Nostrand

UNI DEPARTMENT OF ECONOMICS: A LAUNCH PAD FOR CAREERS IN LAW



Even in environmental law, **Jamie Van Nostrand** (Economics '76) uses his business background.

"I had to be proficient in finance, economics and accounting to be successful as an energy lawyer," he said. "Economics is no less important in the field of environmental law, with the increased emphasis on

Research shows that, traditionally, economics majors do well on the LSAT (Law School Admissions Test), perhaps because Department of Economics courses give students a strong foundation in problem solving, analytical reasoning, statistical analysis and writing.

"The curriculum was challenging and forced me to

It is so inspiring to have a knowledgeable professor in your corner when you are navigating the path to law school.

market-based solutions to environmental issues."

The Department of Economics has a proud tradition of preparing students for successful careers in law. On average, about 10 to 15 percent of economics graduates continue to law school each year.

"Attorneys with a business background have an advantage in contracts, mergers and acquisitions, tax, estate planning, torts, environmental law and antitrust," said **Lisa Jepsen**, associate professor of economics and Pre-Law Club faculty adviser. "They are used to evaluating situations from a cost-benefit perspective and are comfortable assessing what certain claims are worth."

develop research, analytical and writing skills, which are very important to my practice," said **Liz Dunshee** (Economics '03), a senior associate with Fredrikson & Byron's Securities, Corporate, and Mergers & Acquisitions Groups. "Having these skills at the outset of law school allowed me to focus on the substantive portion of my legal education and gave me an edge during the first year of law school. Because performance in the first year is very important to law firms that interview on campus, I believe my solid undergraduate education was largely responsible for the job I have today."

John Fordyce (Economics and Philosophy '08) attended Harvard Law School and is now an associate



An economics degree from UNIBusiness jump-started successful careers in law for John Fordyce (top left), Liz Dunshee (top right) and Jamie Van Nostrand.

at Sidley in Chicago. He says UNI's Department of Economics is a great place for future lawyers to start their education, and not just because of its solid curriculum.

"The economics professors at UNI are some of the most intelligent and caring educators under which I have studied," he said. "I can't

overestimate how inspiring it is to have a knowledgeable professor in your corner when you are trying to navigate the path to law school.

"I certainly feel that a degree in economics — and especially from UNI — is one of the best paths for a prospective lawyer."

In memory of Christine Bauman

PRICEWATERHOUSECOOPERS PROFESSOR OF ACCOUNTING



Christine Bauman died on April 26, 2012. In a letter to the College, Dean Farzad Moussavi wrote:

"The colleague we lost was special. She excelled in every dimension along which academic performance is measured. She was a superb teacher, an accomplished scholar, and gave so much time and energy to her service duties both in the College and the larger professional community. And whatever endeavor she engaged in, she delivered with gusto."

"She was uncompromising when it came to our cherished values of quality and rigor. In the classroom, she demanded the best from her students, and by all accounts, they delivered. Beyond the classroom she was a relentless advocate for the professional interests of our students in the Accounting Club and the MAcc program. She raised the scholarly profile of the entire College with her scholarship. And PwC, the organization whose professorship Chris held, could not have asked for a more worthy ambassador."

"I had many encounters with Chris, and throughout I admired her tenacity and courage to do and say what she thought was right. The same qualities she had exhibited in her professional capacity here in the College came to characterize her battle with her illness. The battle was devastating, but it could not deter Chris from performing her duties until the very end."

Bauman received a number of awards and much recognition during her years with UNIBusiness, including:

- The inaugural UNIBusiness PricewaterhouseCoopers Professor of Accounting in recognition of her outstanding scholarship, teaching and service to the profession.
- 2008 Veridian Community Engagement Award for directing the UNI Volunteer Income Tax Assistance (VITA) program, an outreach effort in which undergraduate accounting students help low-income individuals and families with their tax returns.
- 2009 Faculty Teaching Award
- 2010 and 2012 Faculty Service Awards

As a faculty member and an adviser to the UNI Accounting Club, the College's largest student organization, Bauman had a direct influence on hundreds of students over the years. She is greatly missed.

UNIBusiness In Action, Always Online

UNIBusiness celebrates excellence in student competitions, program milestones, and faculty and staff accomplishments throughout the year, and there is much to celebrate. The following is just a small sample from the hundreds of success stories posted at business.uni.edu each year.

UNI Defeats ISU, UI and Drake to Win Krause Challenge



UNIBusiness finance students came out on top of this year's Krause Challenge, defeating Drake University, Iowa State University and the University of Iowa in the annual investment competition.



The Krause Challenge began in 1998 when W.A. Krause, founder and chairman of Kum & Go, presented a one-time gift of \$400,000, to be divided equally among Drake, ISU, UI and UNI to create a program for finance students to enhance their knowledge of and experience with the stock market fluctuations and portfolio management. Each school competes to deliver the highest return on its portfolio and for the title of Krause Challenge winner.



"I was told by other faculty advisers and AAF coordinators it was almost unheard of for a school to place in NSAC, win so many awards, and have so many active members in their first year as a chapter."

- Matthew Wilson



AAF: Educator of the Year, Best Female Presenter

After only one semester of preparation, UNI's American Advertising Federation, under the direction of faculty adviser **Matthew Wilson**, finished third at the District 9 National Student Advertising Competition, where Wilson was recognized as the Educator of the Year. **Jamie Harthoorn** (Marketing '12), a member of the AAF-UNI team, received the Best Female Presenter award.



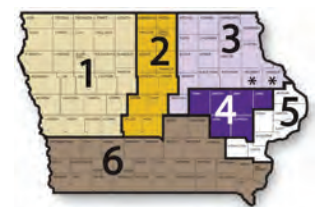
IDM staff travels across the state to help communities and organizations develop and implement economic development plans. From left to right: Ladene Bowen, Kevin Hall, Randy Pilkington, Cindy Angel, Linda Elliott, Aaron Sauerbrei, Alli Ingman (who now works in the UNI Foundation) and Drew Conrad.

Enabling Innovation: 25 Years of Service to Iowa

The Institute for Decision Making (IDM) and the Iowa Waste Reduction Center (IWRC), both programs of UNI's Business and Community Services, celebrate 25 years of service to the state. IDM has provided applied research and economic development training to more than 680 community and economic development organizations since its inception. The IWRC

helps small businesses and government entities meet environmental regulations and implement efficient waste reduction procedures. Recently it co-won a Federal Laboratory Consortium's Excellence in Technology Transfer regional award for its work in upgrading the VirtualPaint software.

Visit www.bcs.uni.edu/idm and www.iwrc.org for more information.



The IWRC works with the Iowa Waste Exchange in the six primary service areas designated above. The program has saved Iowans \$76 million by diverting this waste into production and use.

Mitra wins 2012 Award of Excellence

Professor of management **Atul Mitra's** article "A Comparative Examination of Traditional and Skill-based Pay Plans," published in *Journal of Managerial Psychology*, was selected as a Highly Commended Award Winner at the Literati Network Awards for Excellence 2012. Mitra's paper was recognized as "one of the most impressive pieces of work ... throughout 2011." Last year this same paper was recognized by human resource practitioners as one of the most recognized works in the field.



Clayson Recognized as Decade's Top Scholar

A review of marketing education literature from 2000-2009 puts University of Northern Iowa professor of marketing **Dennis Clayson** at the top. He is the no. 1 author of the decade for the *Journal of Marketing Education*.



AQB approval puts UNI Real Estate Program Grads Far Ahead in Appraisal Certification

Graduates of the UNI Real Estate Program, retroactive to the 2004-2005 academic year, are now approved to have satisfied 90 percent of the credit hours toward the Real Property Appraiser Qualification Criteria for the Certified General Appraiser licensing. The UNI program is only the third program in the United States to receive this level of approval from the Appraiser Qualifications Board.



Top Accounting Students Take 2nd in 2011 Deloitte FanTAXtic Case Competition

A team of UNI accounting students earned second place in the 2011 regional Deloitte FanTAXtic Case Competition.

UNI's team members, selected by accounting faculty, were team leader **David Droessler** (Accounting '11, MAcc '12), **Kristen Granzow** (Accounting '12, MAcc), **Joel Anderson** (Accounting and Philosophy '12), **Antoine Lewis** (Accounting) and **Jacob Lewis** (Accounting and Finance). The team's faculty adviser was associate professor of accounting **Rick Christ**.

UNIBusiness thanks DENNIS B. MULLEN, WHOSE ENDOWED STUDENT PROFESSIONAL DEVELOPMENT FUND SUPPORTED OUR STUDENTS COMPETING IN THE DELOITTE FANTAXTIC CASE COMPETITION.

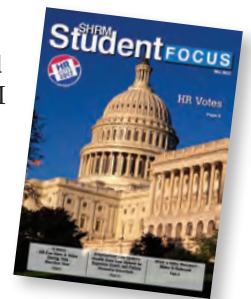


UNIBusiness Students in Southwest Advantage Top 10

UNI finished no. 6 out of more than 300 colleges and universities around the world in the 2011 Southwestern Advantage Top Campus list, thanks to the hard work of 21 UNI students who spent their summer selling educational products to families across the country. Southwestern Advantage donated \$1,000 to the UNI Career Center to acknowledge the top-10 ranking.

UNI-SHRM Receives State, National Recognition

A successful turn-around of UNI's chapter of the Society for Human Resource Management (SHRM) prompted the state and local SHRM chapters to invite last year's UNI-SHRM President **Jessica Gofforth** (Management '12) to present on behalf of the student organization. The organization was also recognized in the organization's national *Student Focus* magazine.



UNIBusiness International

More than 90 percent of UNIBusiness students are from Iowa and come to us with no or little international exposure. Yet we aim to graduate globally well-versed professionals who can immediately contribute to and thrive in today's global business environment.

UNIBusiness First Wednesday Lunch

by Mary Connerley, Department of Management Head and International Task Force Chair

We are always looking for ways to encourage more interaction between domestic and international students and to provide a culture where international students thrive.

To provide a setting where

domestic and international students can comfortably interact, a free lunch is offered to all students on the first Wednesday of each month (three per semester). Students are assigned seats when

they sign in to encourage interaction with their peers from other countries. Cards with "conversation starters" lie on each table to help should the conversation lag.

Feedback from spring 2012

suggested that some very good conversations took place over the semester. Cultural differences were acknowledged, while other conversations revealed great similarities across cultures.



Where UNIBusiness Students Call Home

UNIBusiness encourages students to study abroad, but international exposure happens at home, too. During the 2012-2013 academic year UNIBusiness students represent 25 different countries, and the International Club of Business Students holds events each semester so U.S. students can learn more about the homes of their international peers.



UNIBusiness thanks THE FOLLOWING LEADING SUPPORTERS OF STUDY ABROAD PROGRAMS AND INTERNATIONAL EXPERIENCES FOR STUDENTS: AEGON/TRANSAMERICA; STEVEN AND SANDRA DICKINSON; GENE AND MARY ANNE DIETZ; THE LATE LAWRENCE JEPSON; BILL AND CHARLOTTE KIMBALL; AND MIKE AND JACQUELINE MROSKO.



UNIBusiness students jump for joy at the Vergelegen Wine Estate, Somerset West in Capetown, South Africa.

Organizational Management in South Africa: Disparity, Disease and Drumming

Running a first-world business in a developing country is very difficult, according to Frank Daniel.

Daniel is the founder of The Kraal Gallery, a cause-driven organization that trains, employs and empowers women in South Africa to become master weavers and fiber artists. Waiting weeks for phone-line installation and dealing with a 15-year land-ownership dispute were just a couple of the problems Daniel shared with the 14 UNIBusiness students who spent two weeks in South Africa for an Organizational Management course.

In addition to visiting The Kraal Gallery, the students attended training sessions at Sanlam, a top-performing national insurance company, and worked at the Mama Lumka Project, a community-based residential and day care organization for HIV positive and abused children and AIDS orphans.

The study-abroad course gave the students a contextualized learning opportunity with

a view of management in a country that has recently set out to address unemployment, inequality and poverty, said Department of Management Head **Mary Connerley**. The students saw the organizations' leaders face problems they'd never before considered.

"The Mama Lumka Project is in a township with a 65-percent unemployment rate," Connerley said. "The orphanage has a bakery and would like to sell its bread, but there is concern



Students tour Robben Island, which served as a place of banishment and imprisonment from the 17th to the 20th century.

that the money it makes would attract unwanted attention and 'encourage' robbery. How do you manage money transactions without endangering the

children?"

After visiting The Mama Lumka Project, The Kraal Gallery and Sanlam, the students took part in an African drumming circle.

"African drumming is used by many companies for team building because it is seen as providing an equal playing field, everyone participates, it's energizing and relaxing, and it helps people feel connected to one another," Connerley said.

After drumming in a larger circle for about 30 minutes, students were divided into four teams. Each team received additional instruments and told to create music that represented one of the four seasons. Each team also had a "facilitator," but what the students didn't know is that each "facilitator" had a unique role: distracter, supporter, last-minute disrupter or ignorer.

"The result was what you would expect," Connerley said. "The team with the supporter did a great job while the other teams had issues. The discussion that ensued linked this type

of team process to those in the workplace and the influential role 'facilitators' can have."



Students take part in an African drumming circle exercise.

With increasing globalization, tomorrow's business leaders are going to need a clearer picture of the world — its business and management operations and the cultures of people they'll be working with.

UNIBusiness encourages students to study abroad by providing long- and short-term opportunities, such as Organizational Management in South Africa, and offering scholarships and other forms of support to remove financial barriers. For more information, visit business.uni.edu/connectwiththeworld.

UNIBusiness Annual Giving

UNIBusiness recognizes alumni and friends who made financial gifts to the College during the 2012 fiscal year, which runs **July 1, 2011 - June 30, 2012**. Your support is greatly appreciated.

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Panther Phone-a-thon Fund Drive Results

Each year, UNIBusiness students call alumni to invite them to contribute to the Dean's Fund for Excellence. This fund allows the College to offer scholarships and extracurricular opportunities to help more of our students start their careers with a professional edge and a global perspective.

Thanks to your generosity, \$69,410 was raised during the 2011-2012 phone-a-thon, a 15-percent increase from last year. If you still need to fulfill your pledge or would like to make an additional gift to UNIBusiness, contact Development Director Michelle Rourke at 800-782-9522, 319-273-4444 or michelle.rourke@uni.edu. You also can give online at business.uni.edu/deansfund.

Latest UNIBusiness Scholarships

Hundreds of deserving UNIBusiness students receive scholarships each year thanks to the generosity of alumni, friends and organizations. Below are the new UNIBusiness scholarships* received in FY12 as part of the Imagine the Impact campaign for the University of Northern Iowa.

Richard E. Savage College of Business Administration Endowed Scholarship

established by Dick (Marketing '63) and Carol (Reading Education '66) Savage.

Kyle and Denise (Lansing) Didier Scholarship in Business

established by Kyle (Accounting '89) and Denise (English '89) Didier.

Robert James Waller Scholarship in Economics

established by Robert James Waller (Marketing '62, MA '64).

Nikolas Musto Remembrance Award

established by Patrick (Marketing '82) and Rebeca Simmons.

QuadCapital CFA Scholarship

established by Lois O'Rourke (Accounting '81) and Charlie Knudsen (Management '77, MBA '84).

Scott and Angie Horton Accounting Study Abroad Scholarship

established by Scott (Accounting '97) and Angie Horton.

Thomas and Karol Nordstrom Endowed Real Estate Scholarship

established by Tom (Education '69) and Karol (Early Childhood Education '69) Nordstrom.

Accounting/STEM Endowed Scholarship

established by Richard (MBA '74) and Kathleen (Accounting '77) Redfern.

Daniel L. Schaeffer Human Resources Management Scholarship

established by Dan Schaeffer (Business '71).

Kathleen Hesse Accounting Scholarship

established by Kathleen Hesse (Accounting '82).

John and Mary Pappajohn Scholarship

established by John and Mary Pappajohn.

** Named scholarships begin at \$1,000 (annually funded for at least five years) or endowed with a gift of \$30,000 or more.*

A Note from Director of Development Michelle Rourke



Take a look at the impressive list of alumni and friends who have made a financial commitment to UNIBusiness this year. We work hard to make sure there is a significant return on their philanthropic investment.

Donors to the Dean's Fund for Excellence support students who work hard to meet our high standards. Their dollars provide students willing to go above and beyond the regular classroom experience with opportunities that give our grads a competitive advantage upon graduation. They support successful student entrepreneurs, professional certifications, international experiences and other professional development opportunities.

Contributors to professorships and fellowships invest in a critical piece of UNIBusiness' infrastructure: the faculty. Professorships and fellowships provide resources for faculty to stay abreast of current trends in their fields, incorporate the most relevant topics in their classes and contribute to the body of research in their disciplines. These things are required, not only to maintain our AACSB International accreditation, but to produce graduates with the technical skills necessary to make an immediate impact when they enter the workforce.

Private support for scholarships and programs makes the educational experience at UNI accessible to students who might otherwise face serious financial barriers. Investing in the futures of Iowa students who are likely to stay in Iowa after graduation has a long-term benefit for the economic well being of the state. And if you need a few more benchmarks to reassure your investment will pay off: our Accounting majors pass the CPA exam at six times the national average; our Finance majors pass the CFA Level 1 exam at twice the international average; and UNIBusiness has produced more NASBITE Certified Global Business Professionals than any other U.S. institution.

It's important that the value of our stock as UNIBusiness alumni remains strong. Thanks for your commitment to keep it that way. To learn more about making an impact with an investment in UNIBusiness, please contact me at 800-782-9522, 319-273-4444 or michelle.rourke@uni.edu.

Purple for Life,

Michelle Rourke (Marketing '81)
Director of Development
College of Business Administration

Dean's Fund Leadership Circle

UNIBusiness recognizes those who have made the Dean's Fund for Excellence a focus of their giving. Members of the Dean's Fund Leadership Circle give at least \$1,000 each year specifically to the Dean's Fund for Excellence. This unrestricted fund supports UNIBusiness students who are willing to invest time and effort building a professional edge that will be of immediate, marketable value upon graduation. UNIBusiness recognizes those who are helping the College with unrestricted gifts at the leadership level:



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UNIBusiness thanks THE EMPLOYERS WHO MATCHED THEIR EMPLOYEES' GIFTS.

Giving Back: Robert J. Waller

In the spring of 2012, UNI announced a substantial estate gift from one of its best known alumni: **Robert James Waller** (Marketing '62, MA '64).

"UNI allowed me to explore my intellectual interests and my tastes, as a student, a professor and a dean," Waller said. "As a professor, UNI provided me room to experiment with courses and course content; and, as the first dean of the business school, to have some influence on the direction of the university. I am pleased to lend support to my alma mater and to help it grow as a first-class university."



Waller's gift has been directed to a distinguished professorship and multiple scholarships in economics; a *UNIBusiness* faculty development fund; and support for the jazz program, Honours Program and Rod Library.

UNI President Benjamin Allen said, "We are grateful to see an alumnus, former professor and dean give back to the university in such a significant way. We also appreciate the way that Dr. Waller continues to challenge all of us at UNI with his own rigorous scholarly work. His gift provides support for our students and faculty, and the example he sets inspires us to always strive for excellence in our academic programs."

Current *UNIBusiness* Dean **Farzad Moussavi** is determined to build on the values Waller set in place as the College's first dean.

"It is so good to know our founding dean is pleased with how the school has evolved. We have made progress by holding tight to Waller's core values of hard work and high standards," Moussavi said. "Had he not built such a strong foundation, it may have been impossible to resist the pervasive trend in education toward deflated expectations and inflated grades. His gift means a lot to us."

Wells Fargo Establishes Endowment for Scholarships



An endowment from Wells Fargo will support scholarships for five *UNIBusiness* accounting and finance students each year.

"We are grateful for Wells Fargo's support and its endorsement of the business education we deliver," said *UNIBusiness* Dean Farzad Moussavi. "This gift will help ease the financial burden for generations of students who wish to get a globally recognized business education."

Wells Fargo employs nearly 700 University of Northern Iowa alumni, many of whom are *UNIBusiness* graduates. Its team members contribute to the students' education by speaking to *UNIBusiness* classes and student organizations and serving on University, College and departmental advisory boards. They also work with *UNIBusiness* to develop mutually beneficial cooperative initiatives. Most recently, the Wells Fargo Home Mortgage Division teamed up with the *UNIBusiness* Professional Readiness Program to improve students' professional communication skills and give Wells Fargo team members mentoring opportunities (see story on page 27).

"As a company, we believe it is important to support education and the many Iowa students who will be the future leaders of our state," said Scott Johnson, region president of Wells Fargo in Iowa. "This endowment will help defray the cost of education for many students in the years to come. We're proud to be able to offer this kind of support to the University, the College and students."

Gifts Strengthen Opportunities for Student Entrepreneurs



Pappajohn Reinforces Commitment to Entrepreneurship in Iowa

The man whose name is synonymous with entrepreneurship in Iowa has made another investment in Iowa's economic future. John



Pappajohn, who has given millions to establish centers that foster entrepreneurship across the state, has made another contribution to the John Pappajohn Entrepreneurial Center (JPEC) at the University of Northern Iowa and the other four centers that bear his name.

UNI JPEC received \$1.5 million to bolster its outreach and operations and a special \$10,000 gift for scholarships to entrepreneurial students who demonstrate financial need.

"We applaud the vision Mr. Pappajohn had 16 years ago when he started the entrepreneurial centers, and we appreciate his personal investment in creating a new generation of entrepreneurs," said UNI JPEC Associate Director **Katherine Cota-Uyar**. "His generosity and dedication to helping students achieve their educational and entrepreneurial dreams are unmatched."

JPEC provides a range of innovative educational programs and support services designed for student entrepreneurs. It supplies expertise in all stages of business planning and development and serves as a vehicle to bring new products and technologies to market. For more information, visit www.jpec.org.



UNI Student Business Incubator dedicated in honor of R. J. McElroy

The Student Business Incubator, a program within JPEC, provides office space and business development expertise to a carefully selected group of student entrepreneurs who are developing a business or already have one up and running. The facility was named the R. J. McElroy Student Business Incubator during a September 2012 ceremony in recognition of a \$300,000 grant from the R. J. McElroy Trust earlier in the year. The gift allows JPEC staff to enhance the expertise, programs and operational support provided to students in the incubator.

"R. J. McElroy was one of the Cedar Valley's most noteworthy entrepreneurs, and the trust has long funded many educational activities for area youth," said **Randy Pilkington**, executive director of UNI Business & Community Services and director of JPEC. "The R. J. McElroy Student Business Incubator is a great combination of entrepreneurship and education."



Therese Kuster (Communication '12) and Greg Jass (Marketing '11), former Student Business Incubator tenants and co-owners of TargetClick Marketing Solutions, Powered by Mudd, visit with prominent entrepreneur and incubator supporter Ike Leighty (far right) after the dedication ceremony.

Named Professors

A named faculty position helps UNIBusiness attract and retain outstanding faculty while honoring the generosity of the donor who establishes the position. But students are the ultimate beneficiary. The proceeds from donor gifts allow faculty to develop new educational opportunities and generate direct financial support for students.

Karsten named first Nationwide Mutual Insurance Company Professor at UNIBusiness



Associate Professor of Management Information Systems **Rex Karsten** will hold

UNIBusiness' first Nationwide Mutual Insurance Company Professorship, a title that recognizes his solid academic credentials, practical experience in his field and ability to teach and connect with students.

Karsten has a Ph.D. in management information systems from the University of Nebraska-Lincoln. His research focuses on information systems pedagogy, information and communications technology literacy, computer self-efficacy, information systems professional-end user interaction and training.

Karsten holds the distinction of the only UNIBusiness faculty member to have ever received all four College-level awards: Faculty Research Award, Faculty Service Award,



Rex Karsten (left) was recognized as the first Nationwide Mutual Insurance Company Professor at UNIBusiness by Nationwide representative and alumnus Wendell Crosser (right) during a November 2012 ceremony. The ceremony was held in the Great Reading Room of Seerley Hall and UNI President Benjamin Allen presided.

Teaching Innovation Award and Outstanding Junior Faculty Award. He has published numerous journal articles and presented dozens of papers. He receives some of the highest teaching assessment scores in the College and dedicates many hours outside the classroom advising students on their professional interests. All

this attests to his complete dedication to the College and our students.

"He is the epitome of what we look for in our faculty members," said UNIBusiness Dean **Farzad Moussavi**. "We cannot think of a more worthy candidate to hold the distinguished Nationwide

Mutual Insurance Company Professorship."

Nationwide Mutual Insurance Company made a strong commitment to undergraduate education when it established this professorship, which will help the College attract and retain the best faculty in a competitive market. The Nationwide Mutual Insurance Company Professor is selected by the UNIBusiness dean, in consultation with Nationwide, for a three-year term. The position may rotate among the five undergraduate business departments: accounting, economics, finance, management and marketing.

Three alumni played a critical role in making this professorship happen: **Wendell Crosser** (Accounting '81), vice president of finance for Allied Insurance; **Paul VanDenBosch** (Marketing '87), regional vice president for Allied Insurance; and **Bob O'Hollearn** (Political Science '72), regional vice president for Allied Insurance.

UNIBusiness thanks NATIONWIDE MUTUAL INSURANCE COMPANY, WENDELL CROSSER, PAUL VANDENBOSCH AND BOB O'HOLLEARN.



Jeff and Julie Hamilton/ESP International Fellowship for Supply Chain & Logistics Management

At the end of 2012, UNIBusiness received a generous gift from ESP International President and CEO **Jeff Hamilton** (Accounting '80) and his wife Julie. Their initial investment of \$100,000 will create an endowment to support the College's Supply Chain Management program. The

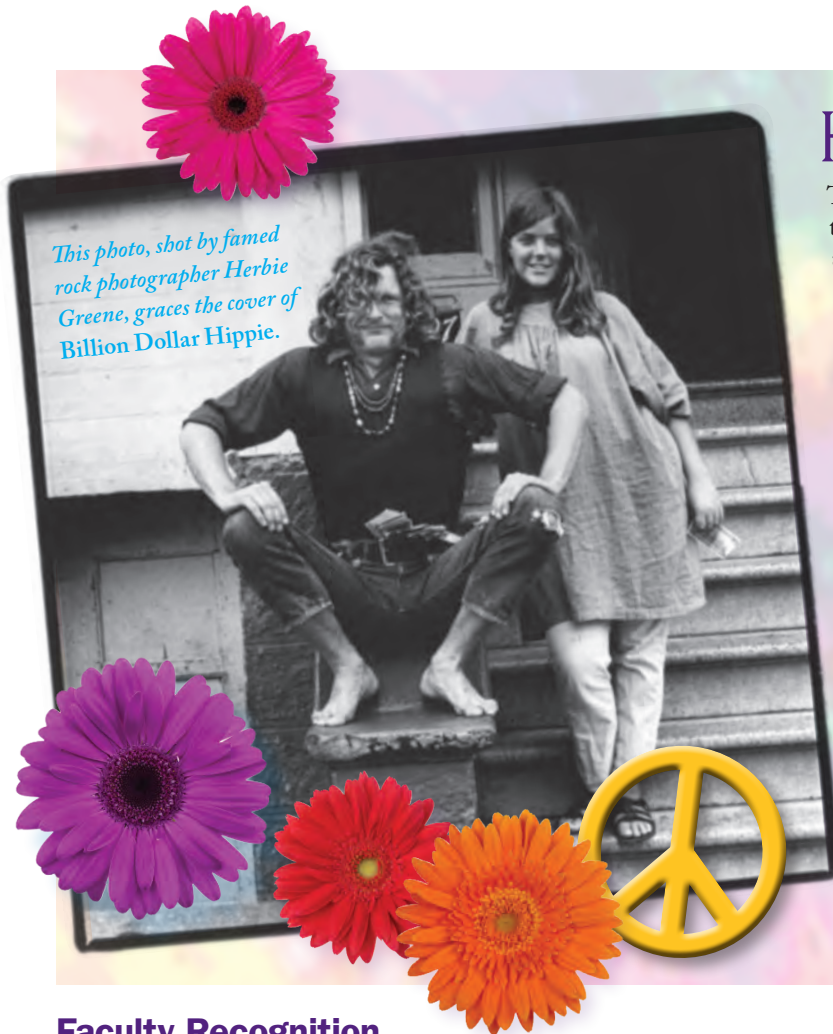
gift comes as UNIBusiness is revitalizing the program and will allow the College to attract outstanding junior faculty committed to teaching, research and service in their quest for tenure. Look for more information at business.uni.edu and in next year's *UNIBusiness Alumni Magazine*.

UNIBusiness thanks JEFF AND JULIE HAMILTON FOR THEIR GENEROUS SUPPORT OF OUR SUPPLY CHAIN MANAGEMENT PROGRAM.

With two recent additions, UNIBusiness is proud to have 10 named faculty positions:

T. Wayne Davis Chair in Entrepreneurship
John Deere Supply Chain Management Fellowship
Deloitte Accounting Faculty Fellowship
Gaylon Halverson Professorship in Accounting
Jeff & Julie Hamilton/ESP International Fellowship for Supply Chain & Logistics Management
Lawrence Jepson Professorship in International Economics
McGladrey Professor of Accounting
Nationwide Mutual Insurance Company Professorship
PricewaterhouseCoopers Professor of Accounting
David W. Wilson Chair in Business Ethics

Faculty Recognition

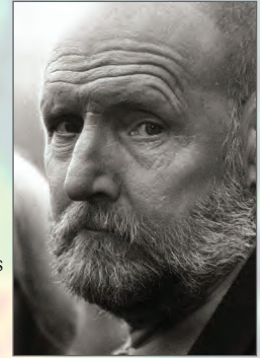


Hip Hippy Businesses

Think you know all there is about the free-loving, pot-smoking, rock-and-rolling hippies of the 60s?

Think again.

Associate professor of marketing **Michael Klassen** spent four years researching the Haight-Ashbury Hippie Movement, and he found a community of innovators and a spirit of entrepreneurship that defies the stereotypical slacker portrayed in pop culture.



Michael Klassen

Through interviews and book and media reviews, Klassen discovered that during the 100-week period of the Haight-Ashbury Hippie Movement, 39 hippies created 38 different ideas and products using their own ingenuity and meager material resources. Over 40 years later, what they set in motion is collectively worth nearly \$175 billion and employs millions in the U.S. and abroad.

Klassen's book, *Billion Dollar Hippie*, takes an in-depth look at the people and the products rooted in this 58-block area of San Francisco, complete with photos and personal interviews with the people who started it all. To learn more, visit www.billiondollarhippie.com.

Faculty Recognition

Delivering essential business knowledge and instilling traditional work values require devoted faculty willing to demand the best of themselves and of their students. UNIBusiness congratulates the following faculty for their outstanding contributions to the College and our students' education.



Shahina Amin, associate professor of economics
FACULTY TEACHING AWARD
Sponsored by Tim Williams (Accounting '71) in memory and honor of LaVerne Andreessen



Rex Karsten, associate professor of management information systems
FACULTY RESEARCH AWARD
Sponsored by David (Management '81) and Cindy (Elementary Education '80) Petratis



Gabe Lee, associate professor of management information systems
OUTSTANDING JUNIOR FACULTY AWARD
Sponsored by University Book & Supply



The late **Christine Bauman**, PricewaterhouseCoopers Professor of Accounting
FACULTY SERVICE AWARD
Sponsored by Gaylen (Accounting '72) and Glenna Miller

UNIBusiness thanks GAYLEN AND GLENNA MILLER; DAVID AND CINDY PETRATIS; TIM WILLIAMS; AND UNIVERSITY BOOK & SUPPLY FOR THEIR SUPPORT OF FACULTY RECOGNITION.

Diversity captures the rich differences that people bring to a community. The concept is complex, shaped by history, and changing as our understanding of the world and its people evolves. At a very practical level, we want our students to understand that just as wise investors diversify their financial portfolios, it would be wise for them to diversify their social networks.

UNIBusiness Diversity Task Force

by Mary Connerley, Department of Management Head and Diversity Task Force Chair

Embracing differences in individuals maximizes the potential of the group, which is why diversity has become so important for contemporary organizations and at business schools that prepare future business leaders. At UNIBusiness we work hard to increase diversity-related awareness, knowledge and skills of faculty, staff and students. We also seek to increase interactions among majority and underrepresented students.

Diversity Case Competition



More than 50 students took part in the first UNIBusiness Diversity Case Competition, sponsored by

PricewaterhouseCoopers and Veridian Credit Union.

With \$5,000 at stake, the three- to four-member student teams competing in 2012 were tasked with resolving UNI's challenges in recruiting and retaining underrepresented students. The winning team — **Philip Musson** (Management), **Ethan Thompson** (Marketing), **Megan Heemstra** (Marketing) and **Michelle Prieto** (Management) — recommended training faculty on diversity, involving UNI students in ongoing marketing and recruitment efforts as on-campus diversity ambassadors, improving recruitment and retention methods in minority communities and a campaign

to increase the attractiveness of college to minority recruits.

According to the final-round judges — Carly Williams, national campus diversity leader for PricewaterhouseCoopers; Angela Weekley, community inclusion manager at Veridian Credit Union; and Gloria Gibson, executive vice president and provost at UNI — choosing a winner was not easy. Weekley was impressed by the desire all the students showed to research ways to become more inclusive and the level of cohesiveness shown by each team.

Some students who participated in the competition commented that they had not considered the advantages and challenges of diversity prior to this event. The best outcomes were the conversations that occurred among students, who reported learning as much from their teammates as they did from their research.



UNIBusiness thanks PLATINUM SPONSOR PRICEWATERHOUSECOOPERS AND GOLD SPONSOR VERIDIAN CREDIT UNION FOR SPONSORING THE DIVERSITY CASE COMPETITION.

Diversity Training: 'That Stereotype Hurts'

Evie Myers, vice president of equity, diversity and global outreach at North Dakota State University, visited UNIBusiness and spoke to faculty and staff and to students in the Professional Readiness Program about the pain stereotypical remarks can cause. She wanted people to know that even comments that seem "positive" toward a race or culture can leave an individual in that group saying, "Ouch! That stereotype hurts."



A MAcc Program First



When **Sheleita Ruth Miller** (Accounting and Economics '11, MAcc '12) walked across the stage at the spring 2012 Commencement ceremony, she made history and was recognized by UNI President Benjamin Allen as UNI's first African American female MAcc grad.

While at UNI, Miller, who is originally from Gary, Ind., was an officer in the UNI Accounting Club, involved in EXCEL, and started a charitable organization with her sisters that worked with youth in Black Hawk County.

UNI's MAcc program was approved and accredited in 2000. It emphasizes applied accounting research skills, communication skills, problem-solving capabilities, and other skills and knowledge required to be a successful professional accountant in public accounting, business and government. Program completion also satisfies Iowa's 150-hour requirement for CPA licensure.

Professional Readiness Program

A UNIBusiness graduate's competitive advantage? A unique combination of traditional work values, essential business knowledge and contemporary professional skills. Our students come to us with the traditional work values of a Midwest background. Our world-class faculty delivers the essential business knowledge. And our Professional Readiness Program equips graduates with the contemporary professional skills necessary to hit the ground running.

Professional Readiness Program teams up with Wells Fargo Home Mortgage

No "Waz up?," LOL or TTYL allowed.

The Professional Readiness Program (PRP) has added

WELLS FARGO

Wells Fargo Home Mortgage to its growing list of corporate supporters, and

this supporter will hone in on students' professional phone and email etiquette, including appropriate greetings, voice mail messages, tone and email subject lines.

With leadership from **Pat Hellman** (Management '87), senior vice president of Capital Markets Loan Operations, Wells Fargo Home Mortgage has committed to helping hundreds of UNIBusiness students put their training to practice.

This fall students in the PRP Level 1 — all first-semester freshmen with a business major — were matched with mentors from Wells Fargo Home Mortgage. Students scheduled a phone meeting via email, carried on a career-focused phone conversation, and followed up with a thank you email. These skills are increasingly important in an age where texting is the main form

of teenagers' communication.

The project is also beneficial to the Wells Fargo mentors. Many of the employees chosen to participate are in the company's Accelerated Management Program, and this partnership provided emerging managers an opportunity to be mentors



and provide feedback to a professional-in-training. More than 35 Wells Fargo employees were mentors to more than 300 students in the first semester of this project.

"This is an opportunity for Wells Fargo team members to develop important mentoring skills, which are becoming a growing part of our corporate culture," said Hellman.

"Wells Fargo team members participating in a management rotation program should provide practical guidance to college freshmen while

unique project, our volunteer mentors will provide guidance and help UNI train the next generation of business leaders. After graduation, we hope

More than 35 Wells Fargo employees were mentors to more than 300 students in the first semester of this project.

developing the skills for both the student and the team members. As a leader, I am also participating as a mentor and have been impressed with the effort and thought that the students are putting into this project."

The project was organized and executed by Amy Jarnagin, leadership development manager for Wells Fargo's Accelerated Management Program. Wells Fargo Home Mortgage has committed to continue the project — a commitment to hundreds of UNIBusiness students each year.

"Wells Fargo has a proud tradition of investing in the communities we serve," Jarnagin said. "Through this

many of these students will continue their relationships with us, either as our customers, suppliers, business partners or team members."



UNIBusiness thanks **WELLS FARGO HOME MORTGAGE** FOR ITS COMMITMENT TO OUR STUDENTS' PROFESSIONAL DEVELOPMENT.

PRP Seeks Corporate Partners

The UNIBusiness Professional Readiness Program is looking for additional corporate partners ready to become involved on a deeper level. For more information or to get your company involved, contact PRP Director **Dale Cyphert** at dale.cyphert@uni.edu.

Graduation Celebration

The University of Northern Iowa's College of Business Administration celebrated past achievements and inspired future success during the Class of 2012 Graduation Celebration on April 12, 2012.

UNIBusiness Alumni in Residence

The College's Graduation Celebration doesn't just focus on our graduating seniors. It also celebrates our Alumni in Residence — distinguished alumni from each undergraduate department who spend the day on campus and participate in Graduation Celebration events.

This year the Alumni in Residence represent four decades of our strong business education; come from companies large and small; work at the top of long-established corporations and lead young entrepreneurial ventures; and traveled anywhere from 1,900 miles to a few blocks in order to partake in the celebration.



Brenda Clancy (Accounting '75), COO, [TRANSAMERICA](#), Cedar Rapids, Iowa

Clancy has worked for Transamerica for 37 years, becoming executive vice president and COO in 2005. In this position she guides numerous corporate areas and works directly with the three core divisions of Transamerica with a focus on streamlining operations and implementing best practices. She is a key member of Transamerica's executive team responsible for the development, implementation and execution of corporate strategy and the company's business plan.



Jeff Scudder (Economics '03), associate, [SNELL & WILMER L.L.P.](#), Phoenix

Scudder's law practice is concentrated in business and finance, with a focus on mergers and acquisitions, corporate governance, securities law, SEC reporting and compliance, general contracting, and compliance with the Hart-Scott-Rodino Antitrust Improvements Act of 1976. Scudder attended University of Iowa Law School after making his mark at UNI as a Presidential Scholar and president of Northern Iowa Student Government.



Ben Fogle (Finance '99), vice president of capital markets, [FARM CREDIT SERVICES OF AMERICA](#), Omaha, Neb.

In October 2012, Fogle became vice president of capital markets for Farm Credit Services of America. He was previously director of capital strategies for Jasper Stone Partners and spent 11 years with Principal Real Estate Investors in Des Moines, Iowa. He has successfully led over \$2 billion of real estate transactions, as well as managed the development and implementation of investment strategies, business platforms and capital raising.



Kate Washut (MIS '98), vice president, [FAR REACH](#), Cedar Falls, Iowa

Washut is a co-founder of and partner at Far Reach and responsible for the company's operations management, human resources, vendor management, sales and marketing, customer relationship management, software development and project management. Washut was a finalist for the Technology Association of Iowa's Women of Innovation Entrepreneurial Innovation & Leadership Award in 2010 and 2011 and won the award in 2012. In addition to her degree in MIS, she received a psychology degree from UNI in 1990.



Mary Mehrstens-West (Marketing '81), president, [THE ROY WEST COMPANIES](#), Orlando, Fla.

Since graduating from UNI and the Iowa Military Academy ('83), Mehrstens-West served as an active duty U.S. Army officer, spent 24 years in sales executive/sales leadership/senior executive roles with Fortune 500 Companies, graduated from The Gallup Organization's "Great Leader" Program, was selected as one of the first five non-Gallup employees ever authorized to certify Strengths Performance Coaches, and now is president and owner of her own corporation. At The Roy West Companies, she is responsible for business development and supporting a global network of Master Coaches.



Kurt Kaliban (MBA '01), test lab operations manager, [JOHN DEERE POWER SYSTEMS](#), Waterloo, Iowa

Kaliban has worked for Deere and Co. since 1990. In his current position as test lab operations manager with John Deere Power Systems, he leads development and deployment of testing technologies, test plan execution and coordination of worldwide test lab strategy. In December 2011 he received Deere and Co. Chairman's Award as a member of the S450 iT4 Engine Team for the project that best contributed to the health and long-term sustainability of the enterprise.



April 12, 2012

Throughout the day, the undergraduate Alumni in Residence visited classes, spoke to students from their respective departments and were lunch guests at the President's House.



Mixer

5:30 p.m. Class of 2012 Mixer

Prior to the Class of 2012 Forum, a mixer was held in the Hall of Flags, allowing students, faculty and alumni to network.



Forum

6 p.m. Class of 2012 Forum

Sponsored by United Fire Group

The Alumni in Residence within the College's five undergraduate departments joined together in front of a large crowd of students and faculty for a forum, "Experience Speaks: Life after Graduation." They reflected on their time at UNIBusiness and gave advice for a successful career.

Highlights from the Class of 2012 Forum with this year's undergraduate Alumni in Residence:

Clancy

"The learning curve is going to be quite steep but don't feel like you're the only one. Don't be afraid to ask questions. Even CEOs ask questions."

Scudder

"I have a tendency to do too many things at one time and spread myself too thin. You run the risk of diluting your talent. Stay involved in the community around you but do it in a meaningful way."

Fogle

"The rigor and hard work the professors make you go through trains you and prepares you for the jobs you will take on. The hard work and rigor pay off."

Washut

"Remember, you're not done learning when you leave here."

Mehrtens-West

"Stand upright, be clear about what's meaningful and what's important to you. Don't feel you're not being humble enough by speaking the value you bring to the table."





8 p.m. Class of 2012 Awards Ceremony

Sponsored by Montage

Students and the Alumni in Residence were honored for their accomplishments and their commitment to UNIBusiness. Parents and members of the UNIBusiness Executive Advisory Board attended the Awards Ceremony at Montage in downtown Cedar Falls, Iowa.



Student Leader of the Year

Sponsored by David (Management '81) and Cindy (Elementary Education '80) Petratis
Olivia Cezar (Finance and Marketing)



Student Leader of the Year

Sponsored by Jonathan (Finance '97) and Jessica (Elementary Education '97) Lewin and family
Skylar Mayberry-Mayes (Finance '12)



JPEC College of Business Administration Student Entrepreneur of the Year

Christian Brown (Management '11 and Accounting), founder of CMB Portfolio Management LLC



Student Organization of the Year

Sponsored by ESP International
American Advertising Federation

Purple and Old Gold Awards



Accounting
Dalton Boettcher
(Accounting '12, MAcc)



Economics
Jordan Voss
(Economics and Finance '12)



Finance
Jessica Kunzelmann
(Finance '12)



Real Estate
Danielle Sturm
(Accounting, Finance and Real Estate '12)



Business Teaching
Anne Pudenz
(Business Teaching '11)



Management
Ann Meade
(Management '12)



MIS
Daniel Lukens
(MIS '12)



Marketing
Jamie Harthoorn
(Marketing '12)



UNIBusiness thanks MONTAGE; UNITED FIRE GROUP; DAN (MARKETING '81) AND KATY LEESE OF V2 WINE GROUP; ESP INTERNATIONAL; JONATHAN AND JESSICA LEWIN AND FAMILY; DAVID AND CINDY PETRATIS; DELOITTE/JEFF PROVOST (ACCOUNTING '84); DENISE BOUSKA (ACCOUNTING '90); JILL HEMPHILL (MANAGEMENT '91); MCGLADREY; PIONEER GRAPHICS; TAYLOR VETERINARY HOSPITAL; UNIVERSITY BOOK & SUPPLY; AND WELLS FARGO BANK /LISA DREYER (ECONOMICS '87) FOR THEIR CONTRIBUTIONS TO THE CLASS OF 2012 GRADUATION CELEBRATION.

Accounting Class Notes

'63 **Oliver Pierce**, of La Vista, Neb., retired but still does some tax work during his "three season year": tax season, golf season and college football/basketball season.

'71 **Robert Krogh** (MAcc '72) retired from John Deere in September 2009 after 35 years and from UNI as an adjunct accounting instructor after 25 years.

'72 **Gary Andersen** of East Moline, Ill., welcomed his fifth grandchild, Emmerson, to the world on July 15, 2011.

'75 **Randall Thomas** (MBA '98) was promoted to associate professor of accounting at Upper Iowa University. He lives in Cedar Falls, Iowa.



'75 **Jean Trainor** received the University of Northern Iowa Alumni Association's Alumni Service Award for her

continuous service to UNI. Trainor is CEO and president of Veridian Credit Union. Trainor has served UNI in many capacities including mentoring in Career Services, serving on the UNIBusiness Executive Advisory Board and supporting the Gallagher-Bluedorn Performing Arts Center. She also hosted Inclusion Connection, an event that stressed the abilities of people with disabilities.

'76 **Merlin Nuss**, of Shawnee Mission, Kan., is vice president change manager for Bank of America. He also taught project management as a volunteer adjunct professor at the School of Graduate Studies at MidAmerica Nazarene University in Olathe, Kan., during the fall of 2012.

'77 **Jim Schmitt** is the managing director of Expense Reduction Analysts (ERA) in the U.S. He manages ERA from his office near Cedar Rapids, Iowa.

'78 **Patricia (Mineart) Leistikow** is CFO at Itasca Community College Northeast Higher Education District. She lives in Deer River, Minn.



'78 **Steve Marlow**, a past president of the Iowa Society of CPAs, presented his son, **Tim Marlow** (Accounting '12),

with the 2012 Iowa Society of CPAs Outstanding Accounting Student Award during the Department of Accounting's scholarship and awards reception. Tim Marlow was selected by the department faculty to receive the award based on his academic achievement and leadership potential. He works at Deloitte in Minneapolis. Steve Marlow has served on the UNIBusiness Accounting Advisory Council and was the Department of Accounting's 2006 Alumni in Residence. He is currently vice president and CFO of Care Initiatives.

'81 **Bruce Jorth**, of Lake Worth, Fla., is the chief risk officer at McGladrey & Pullen, LLP, was appointed to the Standing Advisory Group of the PCAOB and is also a member of the AICPA Professional Ethics Executive Committee.

'82 **Steve Larson** was promoted to chief financial officer and treasurer of Woodward Communications Inc. Larson joined WCI in 1984 as internal auditor and was named accounting supervisor in 1988, assistant controller in 1992 and controller/assistant treasurer in 1997. He lives in Dubuque, Iowa.

'83 **James Hall** and Beth (Diercks) Hall (Elementary Education '84) founded Rehab Management Systems in Cedar Rapids, Iowa, and celebrated 15 years in business in August 2012. Their business serves 540 therapy companies with 80 clinic locations in more than 20 states.

'84 **Jay Anliker** was named president and CEO for UMR, a business unit of United Healthcare. He and wife, Deb (Seidl) Anliker (Elementary Education '84), live in Wausau, Wis.

'85 **Theresa (Uhlenhopp) Hurley** retired in 2010 after selling her CPA practice. She resides in Waterloo, Iowa.

'88 **Craig Dass**, of Humble, Texas, is CFO at Childress Directional Drilling in Houston.

'89 **Brett Michael Baker** completed a doctorate in information technology and systems management from the University of Maryland (University College). Baker lives in Fulton, Md.

'93 **Terry Merfeld**, of Des Moines, Iowa, became a shareholder of Roth & Company, P.C. on Jan. 1, 2012.

'95 **Katie (Stravers) Farris** is the manager of communications at GDF SUEZ Energy North America in Houston. She joined the company in 2002 after seven years at Deloitte & Touche. She lives in Katy, Texas.

'95 **Kelly Larson**, CFO of Summit Brewery, was listed among the Minneapolis/St. Paul Business Journal's 2012 Women to Watch. Larson lives in St. Paul, Minn.

'99 **Jon Holstrom** was promoted to chief accounting officer and assistant treasurer of Woodward Communications Inc. He lives in Urbandale, Iowa.

'00 **Nicki (Hagen) Inman** graduated in June 2012 from Leadership Memphis, a program that has been shaping community leaders in the Memphis, Tenn., area since 1979. She lives in Eads, Tenn.

'03 **Courtney Strutt Todd** was elected shareholder at the Davis Brown Law Firm in Des Moines, Iowa. Todd lives in Ankeny, Iowa.

'03 **Joshua Wilks**, of Ballwin, Mo., was promoted to principal with LarsonAllen.

'04 **Nick Waters** is a product solutions analyst for Principal Financial Group. He lives in Johnston, Iowa.

'04 **Laura Weeces** is an internal audit supervisor with Arthur J. Gallagher and Co. She lives in Streamwood, Ill.

'05 **Jeremy Brock** (Accounting and Finance) was appointed chief financial officer of Electromed, Inc.

'05 **Jacqueline (Theis) Eberhart** (Accounting and Finance) is a compliance officer with Peoples Savings Bank in Wellsburg, Iowa. She lives in Parkersburg, Iowa.

'06 **Matthew Conklin** is a finance transformation analyst at Stanley Black & Decker. He lives in Zionsville, Ind.

Marriages

'98 **Jamie (Alber) Nelson** married Michael Nelson on April 16, 2011.

'08 **Amanda (Shipley) Barnes** (MAcc '09) married Ian Barnes on July 28, 2012.

Births

'91 **Brigitte Palmer Doleshal** and Charles Doleshal, son Drake Palmer born Oct. 18, 2011. They live in Kansas City, Mo.

'99 **Dianna (Fitzl) Groskreutz** and Lon Groskreutz, son Riley born July 1, 2011. They live in Wells, Minn.

'07 **Stephanie (Johnson) Dowden** (MAcc '08) and Patrick Dowden, son Connor James born Feb. 27, 2012. They live in Council Bluffs, Iowa.

'08 **Geoffrey Juza** (MAcc '09) and Molly (Steffen) Juza (Spanish '10), son Daniel Steffen born Feb. 26, 2012. They live in Waterloo, Iowa.

Deaths

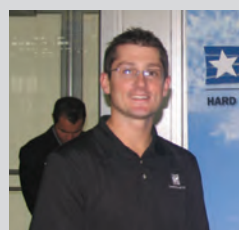
'69 **William Werning**, Vienna, Iowa, died Aug. 7, 2011.

2012 Career Fairs

Many UNIBusiness alumni represented their organizations to recruit students during UNI's 2012 career fairs.



Adam Rahn (Accounting '06), Emily Micek (Accounting '99), Jeff Lappe (Accounting '09) and Amy Zimmerman (Accounting '03) work for John Deere.



Mitch Leaby (Finance '08) works for GreatAmerica Leasing Corporation.



Mike Redington (Accounting '08), Clint Wade (Accounting '07), Brooke Vittetoe McLaughlin (Finance & Real Estate '05) work for Transamerica.

Economics

Class Notes

'75 **Michael Rokes**, of Dike, Iowa, retired from John Deere after 37 years.

'02 **Derek Thoms** is an inside sales manager at ESP International in Cedar Rapids, Iowa. Thoms lives in Marion, Iowa.

'10 **Ben White** began working for West Bank in December 2010 as a teller and is now a full time coin vault teller. He also works part time for Hy Vee as a cashier and cash accountability manager. He lives in Clive, Iowa.

Marriages

'07 **Wei erh Chen** married Kassidy (Lyons) Chen (Biology '09) on July 30, 2011.

Finance/Real Estate

Class Notes

UNIBusiness Alumni Compete, Win for United Way



Alan Williams (Finance and Real Estate '04), **Derrick Loutsch** (Finance and Real Estate '05), **Kyndra Sorensen** (Finance '10) and **Chris Roberts** (Finance '99), all employees at KeyBank in Overland Park, Kan., gather with Department of Finance Interim Head **Art Cox** in the bank's main board room, which will be decked in purple and gold for a year. To raise money for their local United Way, the KeyBank office launched a competition among the alumni of various universities, with the winning school's name placed on the main board room for a year. UNI was victorious!

'92 **Steve Neighbors**, of Reno, Nev., retired from a 19-year career in commercial real estate finance and investments to become an entrepreneur. He started Yogurt Beach, a frozen yogurt and custard business, and became the western-U.S. partner in International Capital Equipment, an equipment re-marketing business.

'00 **Matthew Nielsen**, of Phoenix, was promoted to vice president of acquisition and campaign management at American Express International.

'01 **Rollie Fors** is senior vice president for Colliers in the Kansas City, Mo., office. He lives in Prairie Village, Kan.

'01 **Aram Susong** was named to the class of 2011 Cedar Valley 20 Under 40. He lives in Waterloo, Iowa.

'02 **John Aronowitz**, of Ames, Iowa, works for the Iowa State University Foundation fundraising for the College of Engineering.

'04 **Garrett Murdock** (Finance and Marketing) is assistant vice president at JPMorgan Chase Bank in Chicago.

'05 **Blake Colwell** (Real Estate and Marketing) is manager of Bill Colwell Ford in Hudson, Iowa. He resides in Cedar Falls, Iowa.

'07 **Jordan Alborn** was named to the class of 2011 Cedar Valley 20 Under 40. He lives in Cedar Falls, Iowa.

'07 **Micah James**, of Fayette, Iowa, is a 2013 MBA candidate at the University of Iowa.

'10 **Pernell Cezar Jr.** (Finance and Marketing) was promoted to negotiation expert for the Healthcare Division of Target Corporation in Minneapolis. He resides in Minnetonka, Minn.

'11 **Troy Delagardelle** is an alternative asset management intern for The Blackstone Group in New York.

'11 **Luke Steimel** is an investment operations specialist with Principal Global Investors in Des Moines, Iowa. He lives in West Des Moines, Iowa.

Marriages

'05 **Andrea (Smiens) O'Shea** married Brandon O'Shea. They live in Iowa City, Iowa.

'07 **Lucas Brady** married Laura Brady on June 16, 2012.

'10 **Pernell Cezar Jr.** (Finance and Marketing) married Jessica (Simmons) Cezar.

Births

'01 **Conni (Sloth) Swart** and Kory Swart (Mathematics '96, MA '98), twin sons Adam and Casey born June 16, 2011. They live in Mount Vernon, Iowa.

'06 **James Mulick** and Emily (Klemz) Mulick (Elementary Education '04), daughter Felicia Ann born May 26, 2011. They live in Overland Park, Kan.

MBA

Class Notes

'98 **Jean-Myrtill Laurent** is the international sales and marketing director at Mähler-Besse SA in the Bordeaux area of France.

'02 **Jeffrey Zhang** (MAcc '03) completed his Ph.D. in finance at the University of Rhode Island and is now assistant professor of finance at the University of Dayton in Ohio.

'04 (Hong Kong) **Hyun Jong (James) Jung** is the chief investment officer for Korea Securities Finance Corp in Seoul, South Korea.

'04 (Hong Kong) **Amy Yeung** joined ACE Life Insurance Company in Hong Kong as regional chief marketing officer for Asia Pacific.

'07 **Raghnath Aerabati** joined GE Healthcare in Detroit as a lead systems analyst in July 2011 and works for GE Healthcare's Global Supply Chain Department. Aerabati is a Certified Project Management Professional and Certified Six Sigma Green Belt professional.

'08 **Curt Hudnutt** (Finance and Spanish '99) was promoted to executive vice president and chief

credit officer with Rabo AgriFinance and now works out of the company's headquarters in St. Louis, Mo.

'10 **Stephanie Che** (Accounting and Finance '08) is a senior portfolio manager and assistant vice president of Credit Suisse in Switzerland.

Management/Management Information Systems/Business Teaching

Class Notes



'70 **Donna Andreessen** welcomed her first grandchild in September 2011. Kate Olivia was born to

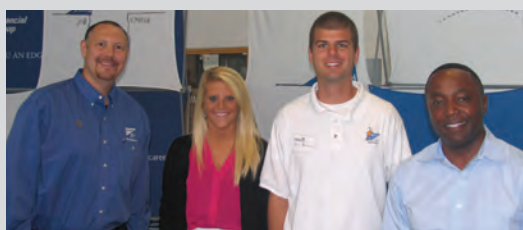
Rebecca Andreessen Gardemann (Early Childhood Education '03, MA '09) and Larry Gardemann (English Teaching '05). Friends of the family say Kate's "fat cheeks" look like her grandpa, the late **LaVerne Andreessen** (Business Teaching '61, MA '66) who was a UNIBusiness accounting professor for many years.

'70 **Catherine (Krueger) Smith** (MA '77), of West Des Moines, Iowa, retired in 2011 after 39 years teaching at AIB College of Business in Des Moines, Iowa. AIB has renamed one of its residence halls the "Kay Smith Eagles Hall" in her honor.

'71 **Bonnie (Johnson) Beorkrem** retired at the end of May after 41 years of teaching in the Davenport Community School District. She lives in Bettendorf, Iowa.

'74 **Thomas Dallenbach**, of Waterloo, Iowa, retired from John Deere in 2011 after 30 years of employment.

'74 **Richard Gaard**, of Decorah, Iowa, was named Class 3A Boys Golf Coach of the Year by the Iowa Golf Coaches Association. He is the boys' golf coach at Decorah High School and has held that position for 41 years.



Robert Allbee (Physical Education '80), Megan Smock (Finance & Real Estate), Phil Musson (Management) and Antonio Kioko (MIS '98) work for Principal Financial Group.



Patrick Brouillette (Finance & Real Estate '11) works for Enterprise.



Carson Forst (Marketing '12) works for Cottingham & Butler.

'74 **Del Shepard**, of Janesville, Iowa, retired from serving as Iowa's director of teacher education for Kaplan University.

'76 **Roger Judas and Jean (Rodman) Judas** (Marketing '77), of Waterloo, Iowa, celebrated their 35th wedding anniversary on July 16, 2012. They are the parents of Lindsey Judas (Accounting '07, MAcc '08) and Brandon Judas.

'76 **Paul Klinge**, was named managing director of EBIT Associates, Ltd. He lives in Waverly, Iowa.

'80 **Richard Admire**, of Sergeant Bluff, Iowa, was inducted into the Iowa High School Baseball Coaches Hall of Fame in January 2012. He is a high school business education teacher and head coach for baseball and golf at Sergeant Bluff Luton High School.

'81 **James Harken** is project manager at Hansel Construction Co. He lives in Grundy Center, Iowa.

'81 **Scott Jessen** is managing director at Citadel Partners Real Estate Advisory Firm in Richardson, Texas. He is also a board member in the local community leadership program with a focus on mentoring, service and regionalism.

'81 **Curt Patterson**, of Cedar Falls, Iowa, is an independent Financial Strategy Coach at Financial Architects.

'84 **Curtis Hoff**, of Marshalltown, Iowa, was named president of United Bank & Trust in Marshalltown and continues to serve as a lecturer in the College of Business at Iowa State University.

'85 **Mary Laws Helmig**, of Morgantown, Penn., is premium audit manager at CNA Insurance.

'87 **Joyce (Kuhn) Pingel**, of Runnells, Iowa, is vice president of information technology at Kum & Go headquarters.

'88 **Donald Snyder** retired and moved to Springfield, Mo.

'91 **Jill Hemphill**, of New York City, accepted a position in the corporate tax department with General Electric. She leads all of GE's global equity compensation plans and is responsible for certain expatriate and global payroll tax matters.

'93 **Paul Hagist**, of Muscatine, Iowa, was promoted to director of purchasing for Grain Processing Corporation, a subsidiary of Muscatine Foods Corporation. He was formerly purchasing manager and has held various positions within the starch and purchasing departments since 1993.

'93 **Tina (Jepsen) Pritchett**, of Granger, Iowa, is a mail document management supervisor for EquiTrust Life Insurance Co. in West Des Moines, Iowa.

'95 **Marc Mitchell**, of Redondo Beach, Calif., joined Cerrell Associates as the director of public affairs in February 2011 and was appointed as a planning commissioner by the mayor of Redondo, Calif., in September 2011 after serving two years as public works commissioner.

'00 **Dale Otte**, of Pella, Iowa, is athletic director at Pella High School.

'02 **Mamdoh Alhabeeb** is a database administrator and application developer with George Washington Medical Faculty Associates.

'03 **Rick Breuss** is president/regional vice president of Iowa Hospice in Des Moines, Iowa.

'06 **Tarek Fahmy**, of Arlington, Va., was awarded a Presidential Management Fellowship with the U.S. Department of Energy in Washington, D.C. He works as a program analyst within the Office of the Chief Financial Officer.

'11 **Paula Thronson** is a supply chain executive in training at Target Corporation in Minneapolis. Through this year-long rotational program at Target headquarters, she will work with the International Transportation, Global Trade, Vendor Operations and Food Supply Chain teams.

Marriages

'04 **Morgan (Maxwell) McCulley** married Greg McCulley on Sept. 1, 2012.

'04 **Aaron Rawson** married Lauren (Mendel) Rawson (Physical Education '07) on July 16, 2011.

'09 **Douglas Goodenbour** married Briana (Ritter) Goodenbour (Mathematics '08) on June 27, 2009.

'09 **Geoffrey Knoop** married Kaytee Kleinmeyer on August 27, 2011.

Births

'93 **Chad Feldmann** and Bridget Feldmann, son Christopher Michael born Sept. 30, 2011. They live in Saint Louis.

'96 **Ann (Menzner) Kiesling** and Matthew Kiesling, daughter Madeleine Aileen born December 26, 2011. They live in Marion, Iowa.

'99 **Paul Gorecki** and Cathy Gorecki, daughter Natalia Cathryn born Aug. 27, 2012. They live in Chicago.

'02 **Staci (Harper) Castillo** and Aaron Castillo, daughter Kalei Mae born May 12, 2012. They live in Littleton, Colo.

'03 **Britne (Haskin) Dietz** and **Casey Dietz** (MIS '04), son Ethan Arthur born Aug. 3, 2010, joining sister Camryn Lynn. They live in Ankeny, Iowa.

'03 **Curtis Switzer** and Lisa (Groth) Switzer (Interior Design '03), daughter Lucienne Caroline born May 17, 2012. They live in Eden Prairie, Minn.

'04 **Crystal (Thompson) Bauman** and Jeff Bauman, son Eli born July 9, 2012. They live in Grinnell, Iowa.

'04 **Sara (Hawker) Breckenfelder** and Matt Breckenfelder, daughter Emma Jean born July 28, 2011. They live in Manchester, Iowa.

'04 **Stacy (Roberts) Marcus** (MA '12) and Ryan Marcus, son Luke Roberts Marcus born Oct. 11, 2011. They live in Winthrop, Iowa.

'04 **Harold Stone** and Amy (Brassil) Stone (Early Childhood and Elementary Education '02), daughter Adelyn Rae born Feb. 17, 2011. They live in Cedar Rapids, Iowa.

'09 **Douglas Goodenbour** and Briana (Ritter) Goodenbour (Mathematics '08), son Aiden born May 29, 2011. They live in Kalona, Iowa.

Deaths

'58 **James Schneckloth**, died Dec. 29, 2010, in Charles City, Iowa.

Marketing

Class Notes

'49 **Jean Gabel LeWarne** traveled to Washington, D.C., on an Honor Flight to view the memorials at the U.S. Capitol. She is a World War II Navy Wave veteran and attended Iowa State Teachers College through the GI Bill. LeWarne lives in Mason City, Iowa.

'51 **Gladys (Sawtell) Schmidt**, of Manning, Iowa, works as a tax preparer during the tax season, and the rest of the year she volunteers in local schools as a "Speak Up" representative.

'52 **Harold Burshtan**, of Wheaton, Ill., retired in June 1999 after 40 years as a high school principal in Iowa, Wisconsin and Illinois and serving several years as vice president of Parsons College in Fairfield, Iowa.



Katy Bowers (Family Services '11) and Sara Orr (Management '01) work for Woodruff Companies.



Jake Ernst (MIS '10), Jamie Aukwes (General Studies '98) and Jerad Welter (Public Administration '09) work for HyVee.



Ben Ness (Finance '10), Matt Bednarz (Finance '07), Anna Barnes (Accounting '11) and Erin Connell (Chemistry Marketing '10) work for HNI Corporation.

'52 **Donald Peters**, of San Diego, is retired and has shot four holes in one.

'54 **Kenneth Hefflin** and Nancy (Mortensen) Hefflin (2-yr Cert. '55), of Glendale, Calif., met at Iowa State Teachers College and recently celebrated 57 years of marriage. Kenneth Hefflin retired in 1997 from the United Methodist ministry after 42 years of service.

'61 **Carol Kruse**, of Shell Rock, Iowa, retired from teaching.

'61 **Monte McCuniff**, of Cedar Falls, Iowa, celebrated his 50th year of operating his own State Farm Insurance agency in Cedar Falls. Monte is married to Sonia (Strobridge) McCuniff (Physical Education '60) and has three children and three grandchildren. His son **Brad McCuniff** (Marketing '89) helps run the agency.

'64 **Bill Bonnstetter** (MA '69) is owner and chairman of the board at Target Training International Performance Systems, Ltd. He lives in Scottsdale, Ariz.

'66 **Robert Eilenfeldt**, of Euless, Texas, retired after nearly 40 years in the mattress industry. He now devotes his time to supporting a trade school in Honduras to help educate youth in that country.

'67 **Paul Fitzgerald** is vice president of Titonka Savings Bank in Forest City, Iowa.

'68 **Colleen Cahill Holmes**, of Cedar Rapids, Iowa, is a master trainer for 8 to Great: The Powerful Process for Positive Change.

'68 **Steven Findley** retired after 44 years of teaching at Western Dubuque High School. He lives in Waverly, Iowa.

'68 **James Lentzkow**, a retired lieutenant colonel with the U.S. Air Force, is teaching beginning fighter pilots, academics and trainers on contract. He resides in Glendale, Ariz.

'69 **Jerald "Jerry" Jensen** retired from US Bank in Des Moines, Iowa, on June 30, 2012.

'69 **Roger Van Zee**, of Cedar Rapids, Iowa, is a corporate real estate professional with Alliant Energy Corporation.

'82 **Matthew Coulter**, of West Des Moines, Iowa, has been promoted to bureau chief of Iowa Vocational Rehabilitation Services and also is the chief financial officer.

'82 **Steven Fink**, of Columbia, S.C., was promoted to assistant athletic director/media relations at the University of South Carolina.

'83 **Michael Ammann**, of Urbandale, Iowa, is director of sales for EIDorado National – California Thor Industries Commercial Business Division.

'83 **Duke Dierks**, of Cedar Falls, Iowa, qualified for Ozark National Life Insurance Company's President's Cabinet Convention in 2011 — the 27th year. He was the third-highest individual producer in 2011 and is Ozark's all-time highest producer.

'83 **Russ Minick**, of Milwaukee, joined Generac in August 2011 as executive vice president of residential products.

'87 **Terry York**, of York, Neb., received an MBA from Kaplan University in April 2011 and was promoted within Novartis Pharmaceutical to TOBI account manager for South Dakota, Nebraska, Kansas and Missouri.

'90 **David LeCompte** is president and CEO of Short's Travel Management. He has expanded from his Waterloo, Iowa, office to his current residence in Whitefish, Mont.

'90 **Michael Lockert**, of Bessemer, Ala., is director of sales for Automatic Data Processing, Inc. (ADP). His team covers Arkansas, Louisiana, Mississippi, Alabama and the panhandle of Florida. He has garnered President's Club and Pacesetter honors along with the Pewter Award from ADP.

'92 **Jim Reidy**, of Cedar Falls, Iowa, is a software technical trainer for CBE Group.

'93 **Dan Callahan**, of Marion, Iowa, is president of the Cedar Rapids Budget Car & Truck Rental.

'95 **Jennifer (Moon) Tjaden** and Brett Tjaden (Criminology '96), of Cedar Falls, Iowa, are the new owners of Iowa Distributing Co., Inc.

'96 **Tony Briggs**, of Pella, Iowa, is director of underground solutions at Vermeer Manufacturing and serves on the UNIBusiness Department of Marketing Advisory Council.

'96 **Anne (Lies) Britson**, of Hudson, Iowa, is a strategic research specialist for Veridian Credit Union.

'96 **Chris Schrage**, of Parkersburg, Iowa, is an instructor of marketing and the global opportunities coordinator for UNIBusiness.

'97 **Scott Sernett** is a wealth management adviser at Northwestern Mutual dba Sernett & Associates in Waterloo, Iowa. He lives in Cedar Falls, Iowa, and continues to assist Epsilon Theta, the University of Northern Iowa's Pi Sigma Epsilon Chapter.

'01 **Marc Reifenrath**, of Parkersburg, Iowa, is a partner at Spinutech in Cedar Falls, Iowa. He is a frequent guest speaker to UNIBusiness Department of Marketing classes as well as the Professional Readiness Program training sessions.

'03 **Steve Bruere** is president of Peoples Co., which The Land Report magazine has included in its list of the country's 30 top real estate auction houses. Peoples was ranked No. 21, based on sales volume of \$14.1 million.

'03 **Robin Fairchild**, of Minneapolis, is a marketing operations senior analyst at Dell.

'03 **Sarah Julius**, of Minneapolis, is executive recruiter for Julius & Co., LLC.

'03 **Jennifer (Dusanek) King**, of Windsor Heights, Iowa, is senior informatics analyst with Pioneer Hi Bred International in Johnston, Iowa.

'03 **Marcus Pitts**, of Urbandale, Iowa, was promoted to senior vice president at NAI Ruhl & Ruhl Commercial and was named to the board of directors for the Des Moines and Quad Cities offices. In 2010 and 2011 he was the top producer at NAI Ruhl & Ruhl Commercial. Marcus also re-opened Benchwarmers Sports Bar in Ankeny, Iowa.

'04 **Carissa Gappa**, of Omaha, Neb., is a business analyst for Telvent DTN.

'04 **Steven Hanson**, of Monona, Iowa, is a marketing and business development manager for Northwest Iowa Telephone Company in La Crosse, Wis.

'04 **Jason Henninger**, of Chicago, is a regional account manager for Infinity Consulting Solutions.

'04 **Beau Jorgensen**, of Waterloo, Iowa, is in his eighth year as an agent for Farm Bureau Financial Services.

'04 **Joshua Nuss**, of West Des Moines, Iowa, was the executive director of MDA of Eastern Iowa and was selected as the regional visionary for MDA's "Fill the Boot" program in 2011. He is now director of philanthropy at WesleyLife in Johnston, Iowa.

'05 **Steven Ertl**, of Fort Collins, Colo., is an experienced medical device sales representative for Medtronic Spine & Biologics.

'05 **Cory Henke**, of Cedar Rapids, Iowa, is a territory sales manager for Coloplast.

'05 **Kayleen (Popp) Homewood**, of Cedar Falls, Iowa, is a product specialist at Viking Pump, Inc., and is working on her MBA degree at the University of Northern Iowa.

'05 **Joshua Whalen**, of Colorado Springs, Colo., is a sales representative for Stryker Instruments in Denver.

'06 **Valerie (Noll) Huss**, of Palatine, Ill., was promoted to category development manager for The Hershey Company in 2009.



Sandy Vaske (Accounting '04) and Kara Kunkel Mach (Accounting '07) work for Eide Bailly.



Chris Yuska (Accounting '01) and Ross Kretschmar (Accounting & Finance '03) work for Ernst & Young.



Jessica Grandgenett (Management '11), Amanda Schneider (Management '05) and Jonathan West (General Studies '08) work for Target.

'06 **Siska (Flaurensia) The**, of Carlsbad, Calif., started her own digital design and marketing business called Squeeze of Lime Studio, based in San Diego.

'06 **Ross Reed**, of Kansas City, Mo., is manager of sales with Perceptive Software. He also serves on the University of Northern Iowa Alumni Association Board of Directors.

'07 **Lindsey (Myott) Adams**, of Wichita, Kan., was named director of external affairs at Midland University in April 2011.

'07 **Matthew Bernard**, of Omaha, Neb., is an account executive at Techniserve.

'07 **Tara King**, of Overland Park, Kan., works for Allstate Benefits and has been promoted to regional sales manager for the state of Kansas.

'07 **Jeremy Musil**, of Ankeny, Iowa, is a service sales representative for KONE Elevator.

'07 **Dustin O'Leary**, of Scottsdale, Ariz., is a marketing campaign specialist for Direct Alliance in Phoenix.

'07 **Aubrey Seltrecht**, of Urbandale, Iowa, is a business development manager for Modis in Des Moines, Iowa.

'07 **Troy Vogel**, of Des Moines, Iowa, is a development officer for Iowa Public Radio.

'08 **Danielle Dilger**, of Reinbeck, Iowa, is a territory sales representative with Forest Pharmaceuticals in St. Louis.

'08 **Elizabeth Hackbarth**, of Minneapolis, works in community relations for the American Cancer Society.

'08 **Michael Kasperbauer**, of Carroll, Iowa, is owner of Kasperbauer Cleaners, Inc.

'08 **Chad Stubbs**, of Fort Collins, Colo., is marketing director/business manager for Space Dog Books, Inc.

'08 **Curt VanOrder**, of Hiawatha, Iowa, is an account manager with Aerotek Professional Services in Cedar Rapids, Iowa.

'09 **Jacob Brunscheon**, of Charles City, Iowa, is internal operations manager for Verizon Wireless Premium Retailer & Shock City Cellular in Waterloo, Iowa.

'09 **Stacy Lorenz**, of Ankeny, Iowa, is a client development coordinator with BNIM Architects in Kansas City, Mo.

'09 **Michael McAnally**, of Beaverton, Ore., is an advertising specialist for Resolution Media. He also is co-author with Mike Klassen, University of Northern Iowa professor of marketing, of the book *Ad'Mat: Using the 25 Classic Advertising Formats*.

'09 **Alexandria (Edelman) Merk**, of Fort Madison, Iowa, is a project coordinator at Signify Apparel & Merchandise.

'09 **John Ruth**, of Hills, Iowa, was promoted to outside sales representative at Bearing Distributors Inc. in Cedar Rapids, Iowa.

'09 **Jared Schmit**, of Jesup, Iowa, was recently promoted to mortgage loan officer for Farmers State Bank, covering the bank branches in the Iowa communities of Jesup, Gilbertville, Dunkerton and Raymond.

'09 **Blaire Thorson** is a product specialist and marketing specialist for HyVee in Cedar Rapids, Iowa.

'10 **Courtney Althoff** is the search engine marketing specialist for Cuneo Advertising in Bloomington, Minn., and heads all Google AdWords campaigns for the company. Althoff lives in South St. Paul, Minn.

'10 **Trisha (Vandenberg) Becker**, of Cedar Rapids, Iowa, is a program assistant in the continuing education office at the University of Northern Iowa.

'10 **Laura Bohlke**, of Ames, Iowa, is a leadership development associate at Garner Printing in Des Moines, Iowa.

'10 **Collin Forst**, of Cedar Rapids, Iowa, is a risk management consultant with Holmes Murphy & Associates.

'10 **Luke Hillyer**, of Cedar Falls, Iowa, is an account executive with Ricoh/IKON Office Solutions.

'10 **Drew Kahler** is manager/business representative/external affairs at K Rizon Shock City Cellular in Waterloo, Iowa, and owner of Millennial Marketing and Management. He lives in Cedar Falls, Iowa.

'10 **Justin Noethe**, of Indianola, Iowa, is a sales representative with Goetze Dental in Des Moines, Iowa.

'10 **Emily Prinsen**, of Kansas City, Mo., is associate account manager for Lockton Companies.

'10 **Garrett Wirtz**, of Des Moines, Iowa, is a marketing representative for Federated Insurance.

'11 **Megan Horn**, of Hudson, Iowa, is social media strategist/junior copywriter with ME&V Advertising & Consulting in Cedar Falls, Iowa.

'11 **Kendle McChurch** is a new equipment sales rep for Otis Elevator Co. McChurch's territory includes North Dakota, South Dakota and western Minnesota.

'11 **Gabe Perkins**, of Jefferson, Iowa, is a sales consultant developing new business for Per Mar Security Services.

'11 **Kristine Reeves**, of West Des Moines, Iowa, is the marketing development manager with the Greater Des Moines Convention & Visitors Bureau.

Marriages

'00 **April (Schenk) McDanel** married Thomas McDanel on Aug. 6, 2011.

'05 **Cory Henke** married Sarah (Shonka) Henke (Public Relations '07) on Feb. 4, 2012.

'09 **Katie (Noonan) Hillyer** married **Luke Hillyer** (Marketing '10) on May 19, 2012.

'10 **Trisha (Vandenberg) Becker** married Andy Becker (Construction Management '10) on June 4, 2011.

Births

'04 **Ryan Harris** and Liz (Bomgaars) Harris (Communication Studies '04), daughter Nora Vivolyn born June 2, 2011. They live in Dekalb, Ill.

'04 **Beau Jorgensen** and Ashley (Henrichs) Jorgensen (English '07, MA '10), son Cruz born Oct. 1, 2011. They live in Waterloo, Iowa.

'05 **Kelly (Kaiser) Schipper** and Keenan Schipper, daughter Ellison Clara born March 27, 2012. They live in Papillion, Neb.

'11 **Kendle McChurch** and Kassie (Nelson) McChurch (Social Work '11), of Clinton, Iowa, welcomed their first child this year.

Deaths

'40 **Gordon Patterson** died July 8, 2012, in Wahpeton, N.D.

'41 **Ivan Maurer** died Sept. 17, 2011, in Chapel Hill, N.C.

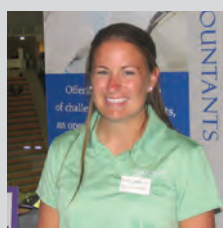
'42 **Mary (Ruppel) Feltenstein** died Oct. 17, 2011.

'53 **Rosa (Lamansky) Bissell** died April 12, 2008, in Cincinnati.

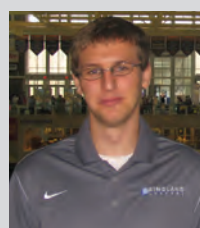
'56 **Richard Lieb** died April 26, 2012, in Monee, Ill.



Carson Forst (Marketing '12), **Cris Houliban** (Marketing) and **Mark Roling** (Management '03) work for Cottingham & Butler.



Noele Pritchard (Accounting '08) works for Roth & Company.



Dan Otto (MIS '11) works for Kingland Systems.



Gary Wilgenbusch (Accounting '08, MAcc '10), **Kelly Kimmich** (Marketing '07) and **Cori Power** (Psychology '05) work for Bergan Paulsen.

Executive Advisory Board



David
Petratis



Tim
Thronson



Mary
Mehrtens-West

UNIBusiness welcomes new Executive Advisory Board members

The UNIBusiness Executive Advisory Board invited three new members to join its ranks in fall 2012. Welcome to David Petratis (Management '81), Tim Thronson (Accounting '83) and Mary Mehrtens-West (Marketing '81).

The UNIBusiness Executive Advisory Board

The Dean's Executive Advisory Board directly links UNIBusiness to the business community. This group of accomplished executives provides advice on academic programs, faculty and student development, outreach, strategic positioning and other issues of interest. Collectively and individually the members serve to strengthen the College's reputation, improve its visibility, promote its interests and help develop its relationships with important constituents.

Robert Bradford, managing director, Bradford Associates
Randall Bray, principal, three-sixty group LLC
Ted Breidenbach, global director (retired), Deere & Company Ag & Turf Division
Lisa Dreyer, senior vice president, regional private banking manager, Wells Fargo Bank
Joseph Dunsmore, president & CEO, Digi International
Greg Engel, partner, KPMG
Cynthia Goro, principal, Business Legacy LLC
Jeff Hamilton, president & CEO, ESP International
Scott Hauser, director, McGladrey & Pullen LLP
Jill Hemphill, corporate tax, General Electric
Matt Kinley, CFO, Equity Dynamics Inc.
Dan Leese, president & CEO, V2 Wine Group
Kent Miller, global strategic director, Quality Ag & Turf Division, Deere & Company
Gaylen Miller, CEO (retired), Ag Services of America
Dave Petratis, chairman & CEO, Quanex Building Products
Randy Ramlo, president & CEO, United Fire Group
Richard Rue, senior vice president & CFO, ITAGroup Inc.
John K. Sorensen, president & CEO, Iowa Bankers Association
Kevin Steere, financial executive (retired)
Tim Thronson, partner, PricewaterhouseCoopers
Jean Trainor, CEO, Veridian Credit Union
Mary Mehrtens-West, president, Roy West Companies

Boards that focus on accounting, finance, marketing and real estate also serve UNIBusiness. UNI's Business & Community Services Division has leadership boards that serve the UNI Institute for Decision Making, UNI John Pappajohn Entrepreneurial Center, the National Ag-Based Industrial Lubricants and the Iowa Waste Reduction Center. Learn more about the executive and departmental boards at business.uni.edu/advisoryboards.



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Cedar Falls, IA 50614-0123

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To contribute, contact Michelle Rourke at 1-800-782-9522, 319-273-4444, michelle.rourke@uni.edu or visit business.uni.edu/deansfund.



Amy Lichty (Marketing '12) sits atop Table Mountain overlooking Capetown, South Africa. Lichty was among the 14 UNI *Business* students who spent two weeks in South Africa for an Organizational Management course (story on page 17).